

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



Eighteenth meeting of the Conference of the Parties  
Colombo (Sri Lanka), 23 May – 3 June 2019

Strategic matters

DEMAND REDUCTION STRATEGIES TO COMBAT ILLEGAL TRADE  
IN CITES-LISTED SPECIES

1. This document has been prepared by the Standing Committee.\*
2. The Conference of the Parties, at its 17th meeting (CoP17, Johannesburg, 2016), adopted Decisions 17.44 to 48 on *Demand reduction* as follows:

***Directed to the Parties***

- 17.44** *Parties and technical and financial partners are encouraged to provide the financial and technical support necessary to promote and facilitate the implementation of demand-reduction strategies.*
- 17.45** *Parties that are destinations for illegal wildlife trade are encouraged to implement demand-reduction strategies and to report to the Standing Committee on the implementation of this decision.*
- 17.46** *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 before the 69th meeting of the Standing Committee, so that these may be shared with other Parties.*

***Directed to the Standing Committee***

- 17.47** *The Standing Committee shall assess the need for the development of CITES guidance on demand-reduction strategies and make recommendations for consideration by the Conference of the Parties at its 18th meeting.*

***Directed to the Secretariat***

- 17.48** *The Secretariat shall, subject to external funding:*
- a) *contract a consultant to:*
    - i) *engage with Parties that reported against Decision 16.85 paragraph c)<sup>1</sup> and any other Parties as may be appropriate to identify best practices and challenges experienced by these Parties in their development and implementation of long-term demand reduction strategies or programmes to combat trafficking in wildlife; and*

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\* 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.

<sup>1</sup> China, Greece, South Africa and Zimbabwe – document CoP17 Doc. 68.

- ii) *conduct a review of existing demand-reduction studies and material, and the outcomes of demand-reduction workshops and other initiatives that have taken place in recent years;*
- b) *convene an expert workshop for Parties to review the consultants' report and agree practical steps to be taken, including recommendations for the Standing Committee to submit to the Conference of the Parties at its 18th meeting;*
- c) *support interested Parties in implementing demand-reduction strategies and provide necessary technical cooperation to those Parties on an ongoing basis;*
- d) *prepare a report on the basis of the findings made through the activities outlined in paragraphs a) to c) in this decision, together with recommendations, on how to further enhance the effectiveness of such strategies or programmes to reduce demand for illegal wildlife specimens; and*
- e) *report on progress on the implementation of the present Decision at the 69th and 70th meetings of the Standing Committee.*

#### Implementation of Decisions 17.44, through 17.47

3. The Standing Committee, at its 69th meeting (SC69, Geneva, November 2017) reviewed efforts made by the Parties in demand reduction as reported by the Secretariat in document [SC69 Doc. 15](#). The reports from the Parties were prepared in the format provided by the Secretariat through Notification to the Parties [No. 2017/038](#) of 15 May 2017 on *Information to be submitted by Parties for the 69th meeting of the Standing Committee*. Some Parties indicated in their reports various support to demand reduction initiatives in other countries and close cooperation with partners with technical expertise.

#### Implementation of Decision 17.48

4. During the 70th meeting of the Standing Committee (SC70, Sochi, October 2018) the Secretariat reported the progress made in the study it commissioned to TRAFFIC as described in Decision 17.48, paragraph a). To gather relevant information in support of the study, the Secretariat and TRAFFIC had developed a questionnaire, which was sent to Parties through Notification to the Parties [No. 2018/056](#) of 31 May 2018 on *Questionnaire on demand reduction*.

#### Discussion

5. The Standing Committee, based on the reports by Parties and the recommendation of the Secretariat, agreed at SC69 that a CITES guidance on demand-reduction strategies, as envisaged in Decision 17.47, is necessary. The findings and recommendations of the consultant, while recognizing the efforts made by the Parties in demand reduction, further confirmed the necessity of such a guidance. The development of such a guidance by a consultant is included the draft decision in Annex 1 to the present document.
6. The Standing Committee at SC69 agreed that in line with Resolution Conf. 17.4 on *Demand reduction strategies to combat illegal trade in CITES-listed species*, Parties should make a clear distinction between legal and illegal wildlife products when undertaking demand reduction initiatives, especially when working with various campaign partners, and use *Demand reduction strategies to combat illegal trade in CITES-listed species* as title of official documents.
7. Further, at SC70 the Standing Committee agreed to propose to the Conference of the Parties the draft decisions found in Annex 1 to the present document to replace Decisions 17.44 to 17.48.
8. The Standing Committee also notes that it made recommendations related to demand reduction under two other agenda items at SC70:
  - a) Regarding Asian big cats, the Standing Committee encouraged Parties affected by illegal trade in Asian big cats, in particular consumer States, to consider illegal trade in Asian big cats in their implementation of Resolution Conf. 17.4 on *Demand reduction strategies to combat illegal trade in CITES-listed species*. See [SC70 Sum.5 \(Rev.1\)](#)
  - b) Regarding cheetahs, the Standing Committee encouraged Parties affected by illegal trade in cheetahs, in particular destination countries, to consider illegal trade in cheetahs in their implementation of

### Recommendations

9. The Conference of the Parties is invited to adopt the draft decisions contained in Annex 1 to the present document and repeal Decisions 17.44 to 17.48 on *Demand reduction*.

### COMMENTS FROM THE SECRETARIAT

- A. The Secretariat supports the document submitted by the Standing Committee and would like to bring to the attention of the Conference of the Parties relevant developments that took place since the 70th meeting of the Standing Committee.
- B. The expert workshop as envisaged in Decision 17.48 b) was convened by the Secretariat in Bangkok, Thailand on 27 November 2018. Representatives from the CITES Management Authorities of Cambodia, China, Indonesia, the Lao People's Democratic Republic, Mexico, Myanmar, the Philippines, Thailand, Viet Nam and the European Union, the United Nations Environment Programme (UNEP), TRAFFIC, Eppel Sustainability and the CITES Secretariat attended the workshop.
- C. The final report: *Review of demand reduction initiatives by CITES Parties*, i.e. the study as described in paragraph 4 of the present document, can be found as information document CoP18 Inf. 4.
- D. The report shows that progress is being made by Parties in implementing Resolution Conf. 17.4 on *Demand reduction strategies to combat illegal trade in CITES-listed species*, but some specific guidance and technical training are needed to assist Parties in preparing and implementing demand reduction strategies. The Secretariat agrees with the need to develop guidance and will find the most effective way to prepare it so specifying the hiring of a consultant is not necessary.
- E. During the workshop in Bangkok, it was suggested that the Secretariat organize a workshop to review the *CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species* once it is ready and provide necessary training for Parties in designing and implementing demand reduction strategies.
- F. The Secretariat agrees with the above suggestion made at the Bangkok workshop and proposes adding it to the draft decisions in Annex 1 to the present document. Text proposed to be deleted is ~~crossed out~~, and proposed new text is underlined.

### **18.AA Directed to the Secretariat**

The Secretariat shall, subject to external funding:

- a) ~~contract a consultant to~~ develop CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species, taking into consideration the results of the study commissioned by the Secretariat in accordance with Decision 17.48, paragraph a), and any recommendations resulting from the workshop convened in accordance with Decision 17.48, paragraph b);
- b) convene a workshop for Parties and experts to review the guidance and to provide training to the Parties in designing and implementing demand reduction campaigns to combat illegal trade in CITES-listed species;
- ~~c)~~ submit the draft CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species to the Standing Committee for its consideration;
- ~~d)~~ support interested Parties in implementing demand-reduction strategies to combat illegal trade in CITES-listed species and provide necessary technical cooperation to those Parties on an ongoing basis.

**18.BB *Directed to the Standing Committee***

The Standing Committee shall review the guidance developed in accordance with Decision 18.AA, and make recommendations for consideration by the Conference of the Parties at its 19th meeting.

G. The Secretariat supports the adoption of the draft decisions in Annex 1 with the above proposed changes.

DRAFT DECISIONS OF THE CONFERENCE OF THE PARTIES

Demand reduction to combat illegal trade

**18.AA *Directed to the Secretariat***

The Secretariat shall, subject to external funding:

- a) contract a consultant to develop CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species, taking into consideration the results of the study commissioned by the Secretariat in accordance with Decision 17.48, paragraph a), and any recommendations resulting from the workshop convened in accordance with Decision 17.48, paragraph b);
- b) submit the draft CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species to the Standing Committee for its consideration;
- c) support interested Parties in implementing demand-reduction strategies to combat illegal trade in CITES-listed species and provide necessary technical cooperation to those Parties on an ongoing basis.

**18.BB *Directed to the Standing Committee***

The Standing Committee shall review the guidance developed in accordance with Decision 18.AA, and make recommendations for consideration by the Conference of the Parties at its 19th meeting.

TENTATIVE BUDGET AND SOURCE OF FUNDING  
FOR THE IMPLEMENTATION OF DRAFT RESOLUTIONS OR DECISIONS

In Resolution Conf. 4.6 (Rev. CoP16) on *Submission of draft resolutions, draft decisions and other documents for meetings of the Conference of the Parties*, the Conference of the Parties decides that any draft resolutions or decisions submitted for consideration at a meeting of the Conference of the Parties that have budgetary and workload implications for the Secretariat or permanent committees must contain or be accompanied by a budget for the work involved and an indication of the source of funding.

Secretariat:

The Secretariat's inputs in developing a section on demand reduction on the website of the CITES Secretariat can be accommodated within the daily work of existing Secretariat staff. The cost of hiring a consultant to develop the CITES guidance on demand reduction, to organize a workshop to review the guidance and to provide training, and cost of development and production of outreach materials and travel of Secretariat staff are described in the "Direct costs" section below.

Direct costs:

- Hiring of a consultant to develop the CITES guidance on demand reduction strategies to combat illegal trade in CITES-listed species. The cost for this is estimated at USD 30,000.
- Organizing a workshop for Parties and experts to review the guidance, to share experiences and to provide training to the Parties in designing and implementing demand reduction strategies. The cost of this is estimated at USD 30,000.
- Development and production of outreach materials and travel of CITES Secretariat staff. The cost of this is estimated at USD 30,000.