Combating Illegal Wildlife Trade Online: Support from NGOs and the Tech Sector

Crawford Allan
For TRAFFIC & WWF
April 2019: 36,000 Pangolins Seized

The world’s most-trafficked mammal may also be its most obscure — and agents just found 14 tons.
500kg of Pangolin scales available for sale. They are literally being eaten into extinction. It is believed that their scales provide numerous health benefits when in reality, contact for your order via email: (docpro00@gmail.com)
Slow loris. Slow Malaysia for sale. Do pm me.

View more comment

Aji Anisah Askil: PM slow loris
3y • Like

Deva Kebiwi: PM
2y • Like

Amerul Syarif: PM
2y • Like

Mohd Syam: PM
2y • Like

Jax Aziz: PM
2y • Like

Sham Sulaiman Nak: PM plases
2y • Like • Set Transition

Extremely Rare Esteemed Antique Japanese Ivory of a fisherman d1
DANIMANRD MD https://t.co/3MB4h6q8pi via @Etsy - Call for any questions or info

ETSY.COM
Extremely Rare Esteemed Antique Japanese Ivory of a fisherman selling - red imperial seal

3 comments
Asahan ang dating last week ng June! 😊 feeling excited.

lot!!!!
I want! I want!

Available yan sir.
naku luwa mata q... 😊

Sir, ahaa!!! Price?

Write a comment...

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The Coalition to End Wildlife Trafficking Online

34 company partners across Americas, Asia, Europe and Africa
Members Reduce 80%
Online Wildlife Trafficking
The Approach

In-Depth Company Training
Policy Harmonization
Citizen Scientist Mobilization
Machine Learning Enhancement
User Education
Industry Collaboration
Aligning tech companies under one policy

76% of partners aligned so far
### Key search words library

<table>
<thead>
<tr>
<th>English</th>
<th>Swahili</th>
<th>Vietnamese</th>
<th>Meaning in English</th>
<th>Chinese</th>
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<tbody>
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<td>Kifaru</td>
<td>Tê giác</td>
<td>Rhino</td>
<td>屆角</td>
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<td>Pembe</td>
<td>Sùng tê giác, Sùng tê</td>
<td>Rhino horn</td>
<td>屋牛角</td>
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<td>Podu</td>
<td>Sùng</td>
<td>Horn</td>
<td>Xi</td>
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<td>black plastic</td>
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<td></td>
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<td>horn</td>
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<td>Buy rhino horn</td>
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<td>Mua bán sáng tê giác, mua bán sáng tê</td>
<td>Sell-buy rhino horn</td>
<td>角雕</td>
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**Use cases:** For companies to build or to improve upon existing automated keyword filters; to inform build-out of interstitial program with companies; to reinforce Cyber Spotter training.
<table>
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<th>antique</th>
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<th>pre-convention</th>
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<td>faux</td>
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<td>scrimshaw</td>
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<td>Chinese carved</td>
<td>faux ivorine</td>
<td>ivory coloured</td>
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<td>ivory netsuke</td>
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<td>IVY</td>
<td>ox bone</td>
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<td>graining</td>
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<td>walrus ivory</td>
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</table>
Artificial Intelligence: Automated Detection / Removal
O.W.L.E.T.
(Online Wildlife Learning, Education & Training)

200 company enforcement staff trained, in-person or online
In 4 rounds …

95% accuracy

10 online platforms searched

2,200+ illegal wildlife products reported across 6 key species groups
165,000 ADS BLOCKED 2017-2019
Facebook announces ban on live animals in marketplace and e-commerce pages.
The Future: Total Wildlife Bans & Dark Web?
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Links between Coalition & law enforcement

- INTERPOL/ IFAW Cyber-enabled Wildlife Crime Workshop
- Global Wildlife Cybercrime Action Plan
- Funds – Guidelines
- EU Commission grant

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How can the Coalition benefit WENs?

- Political will = enforcement capacity
- Disrupt @ scale - bad business for traffickers
- Host cross-sector workshops
- Provide information - trends, MO’s
- Channel info to companies
How can the Coalition benefit WENs?

- Inform trainings
- Make introductions to companies
- Improve understanding of company practices – the backend
How can the Coalition benefit WENs?

- Educate users
- Identify AI solutions
- Pass on info on traffickers to companies
How WENs can help achieve the Coalition Goal of 80% reduction by 2020

- Trainings, investigations and operations
- Company MOU’s/info sharing agreements
- Provide information to improve company performance
- Provide info on prosecutions
  - links to organised crime, impact of online wildlife trafficking to species survival

Our Mission

The **Coalition to End Wildlife Trafficking Online** unites tech companies across continents in partnership with experts at WWF, TRAFFIC and IFAW to reduce wildlife trafficking online by 80% by 2020.
What do YOU need from *The Coalition to End Wildlife Trafficking Online*?
Visit: www.endwildlifetraffickingonline.org

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