



WORKING TOGETHER
TO TACKLE ILLEGAL
AND UNSUSTAINABLE
WILDLIFE TRADE

TRAFFIC
the wildlife trade monitoring network

Research to the Rescue

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**+20,000
elephants
poached per
year**

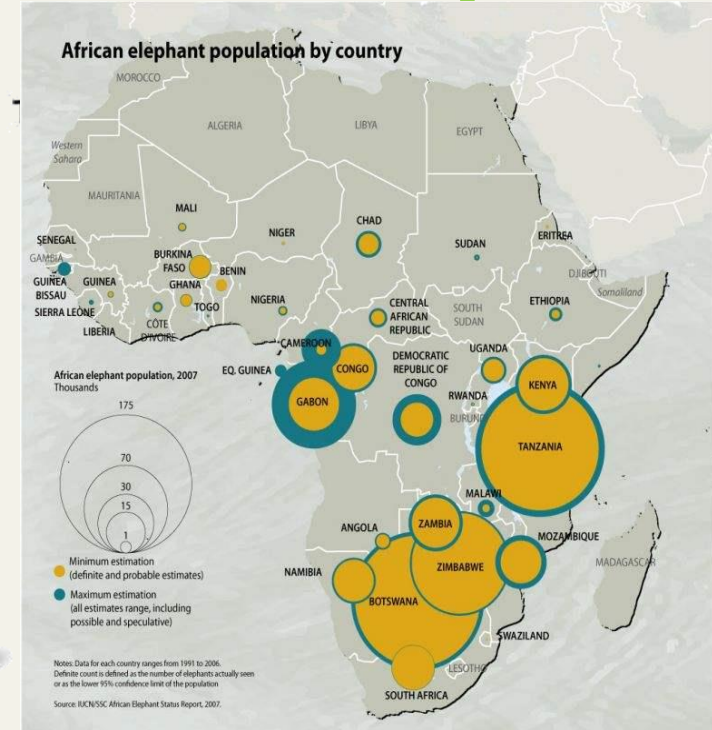
[Click for video: https://www.youtube.com/watch?v=k-AtXiSbmW0](https://www.youtube.com/watch?v=k-AtXiSbmW0)



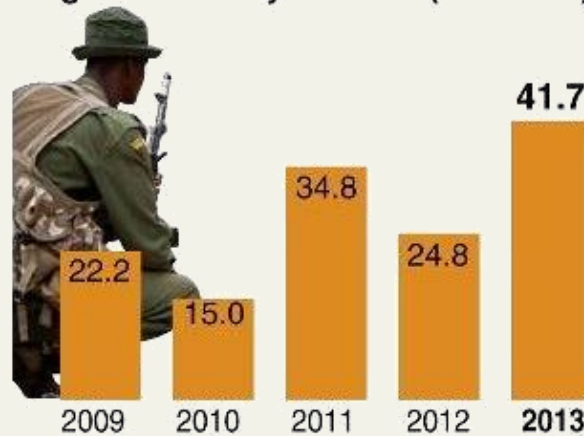
The Dim Future of African Elephants

Danger of extinction imminent

Estimated number of elephants (in 2012)



Large scale* ivory seizures (in tonnes)

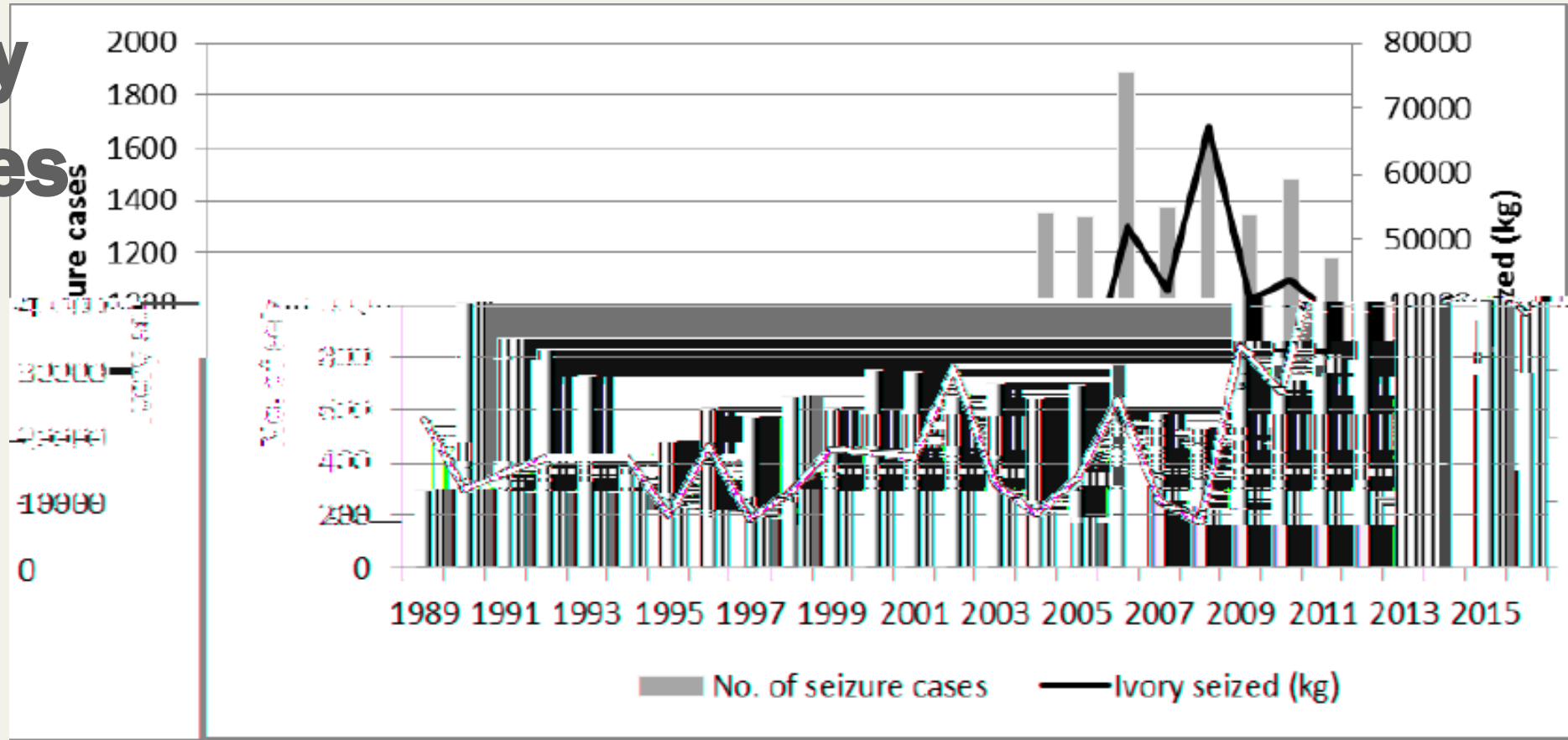


Sources: UICN, Cites Traffic *Over 500 kilos

Eight countries accused of passivity over the fate of elephants:



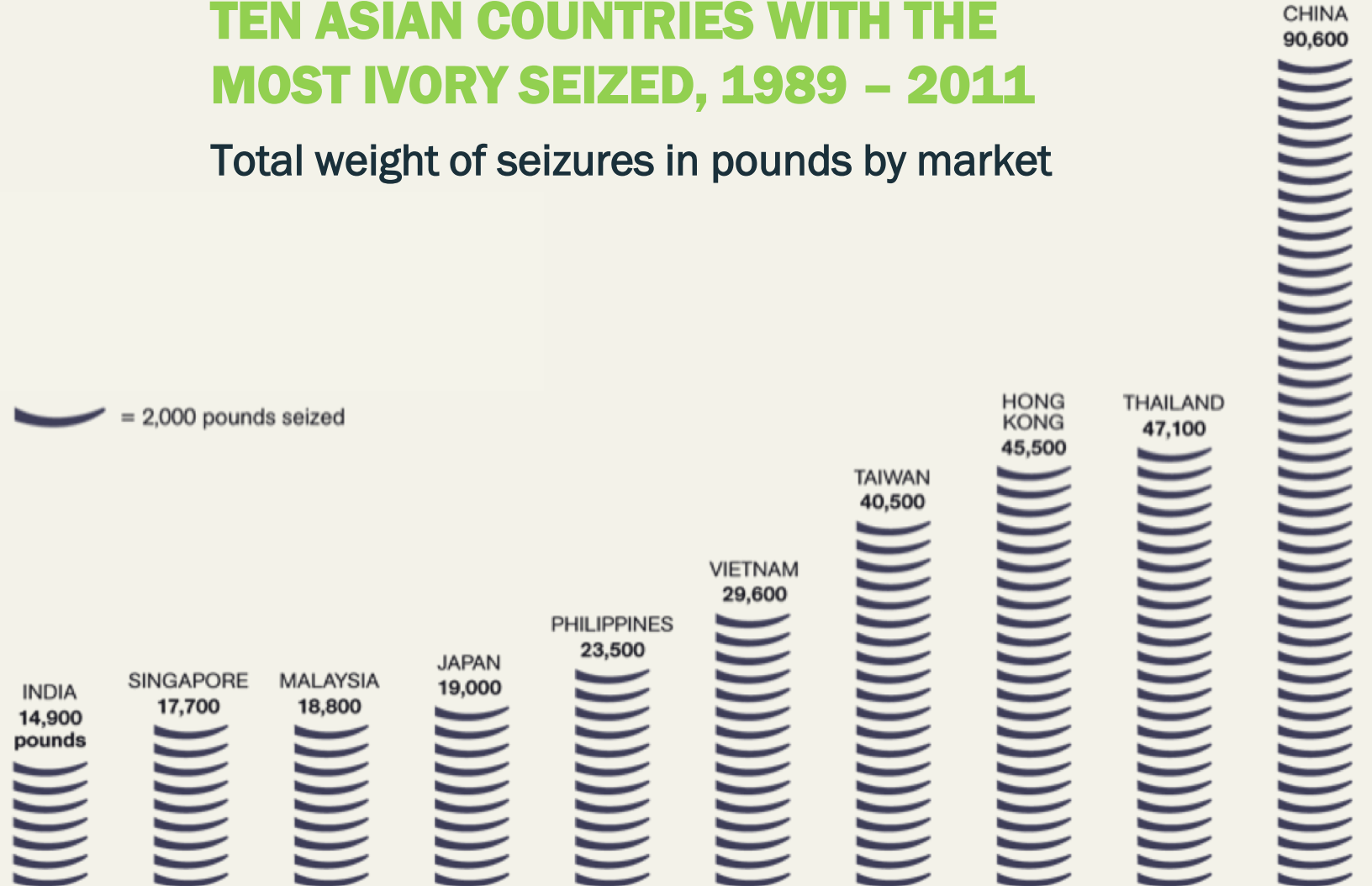
African ivory seizure cases increasing



Growing demand in Asia, particularly China

TEN ASIAN COUNTRIES WITH THE MOST IVORY SEIZED, 1989 – 2011

Total weight of seizures in pounds by market



Carving: traditional driver of demand



Tourism and gifting: modern drivers of demand



Game Changer: China's Ivory trade ban



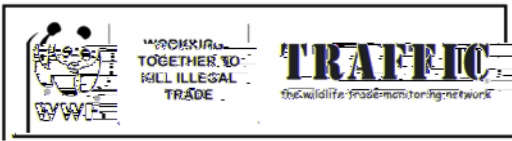
WWF High Impact Initiative

Closing down Asia's ivory markets

African Elephant Population



- Population trend
- - - - Population trend with intervention
- - - - Population trend without intervention

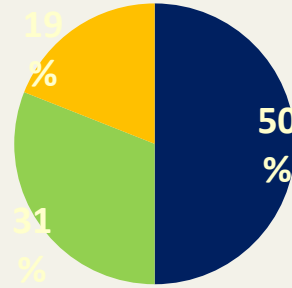


**Quickest and
Biggest Impact
Interventions**

**RESEARCH
to the
RESCUE**

**Who
to target
Where
and with
What
messages?**

Analysis deployed



Segmentation Analysis

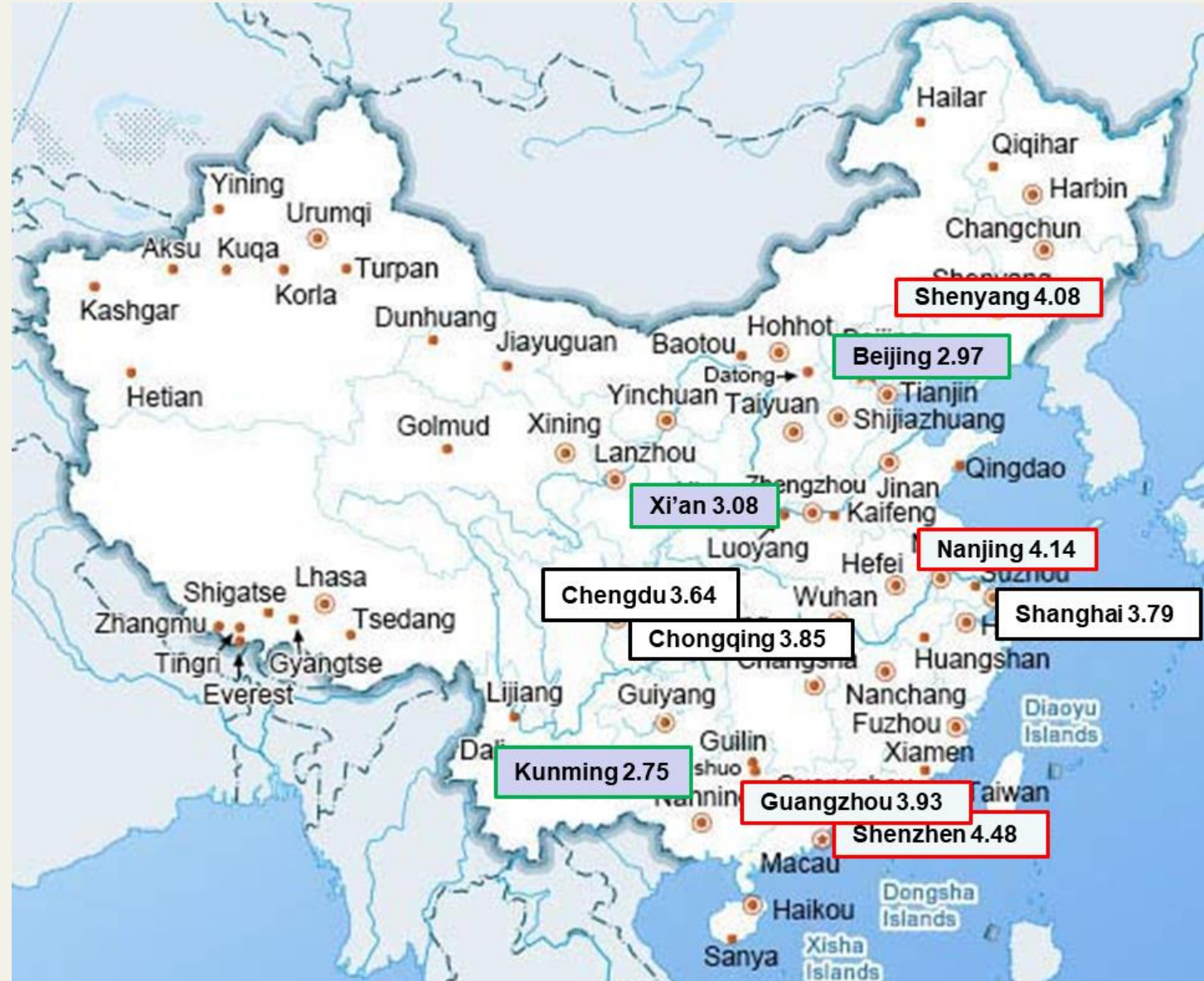
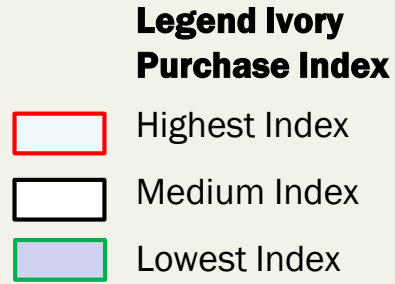


Ivory Purchase Index



Maximum Differentiation Scaling

Ivory Purchase Index: By City

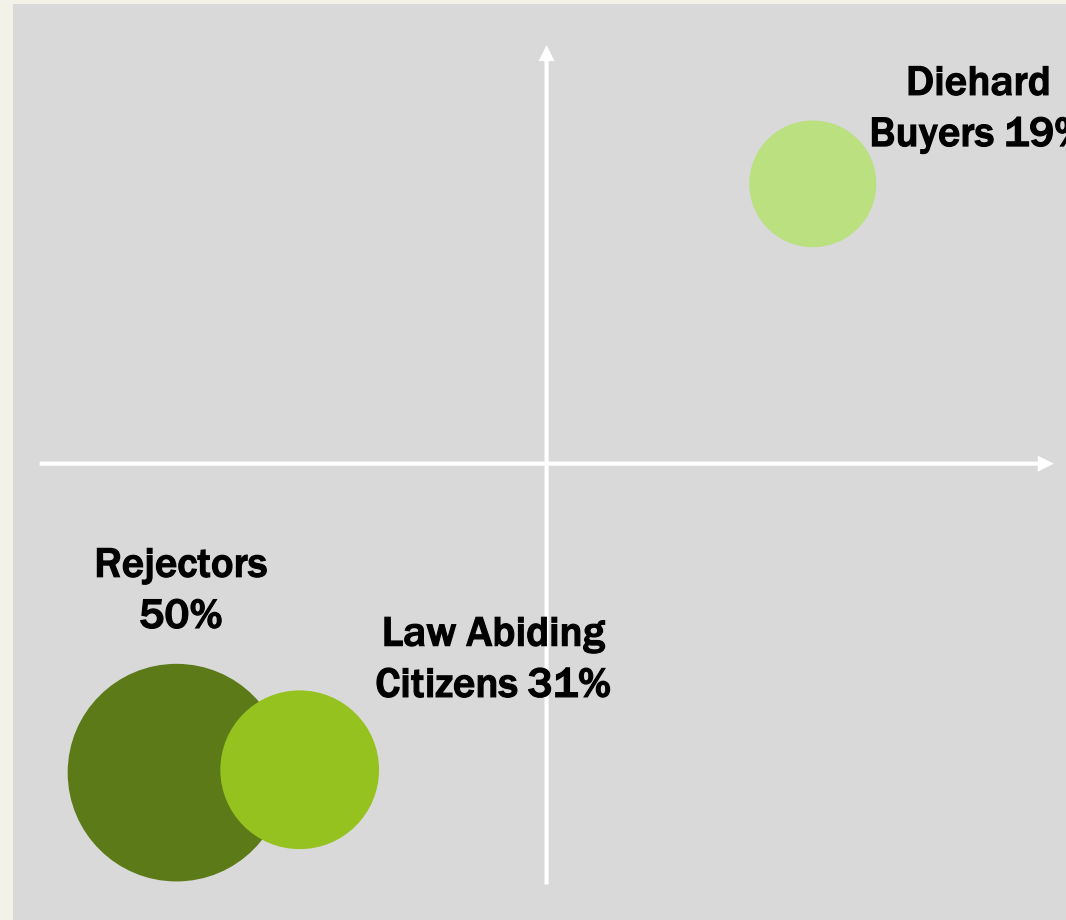


Who: Segmentation

Not likely to recommend ivory purchase after ban

Intend to buy ivory after ban

Likely to recommend ivory purchase after ban



Do not intend to buy ivory after ban

I am NOT concerned that ivory might be illegal to buy



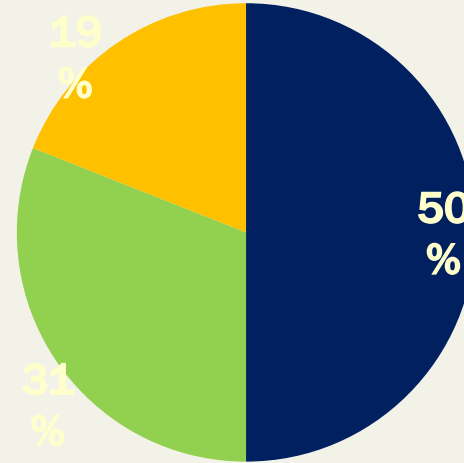
I am concerned that ivory might be illegal to buy

Who: Consumer Segments

Diehard Buyers (19%)



- Most inclined to purchase elephant ivory even after the ban is implemented
- and will most drive future ivory demand



Rejectors (50%)

- Reject the idea of purchasing ivory in the future



Ban Influenced Citizens (31%)

- 7 in 10 have purchased ivory in the past, demonstrate a desire to purchase ivory in the future, but none after the ban is implemented
- Strongly influenced by any law enforcement and strong penalties for purchasing ivory



Why:

Drivers

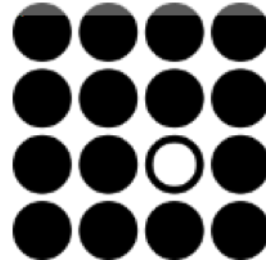
and

Deterrents

Artistic Value & Beauty



Uniqueness



Cultural Heritage



Gifting (status)



Endangered Elephants



Animal Cruelty



Illegality

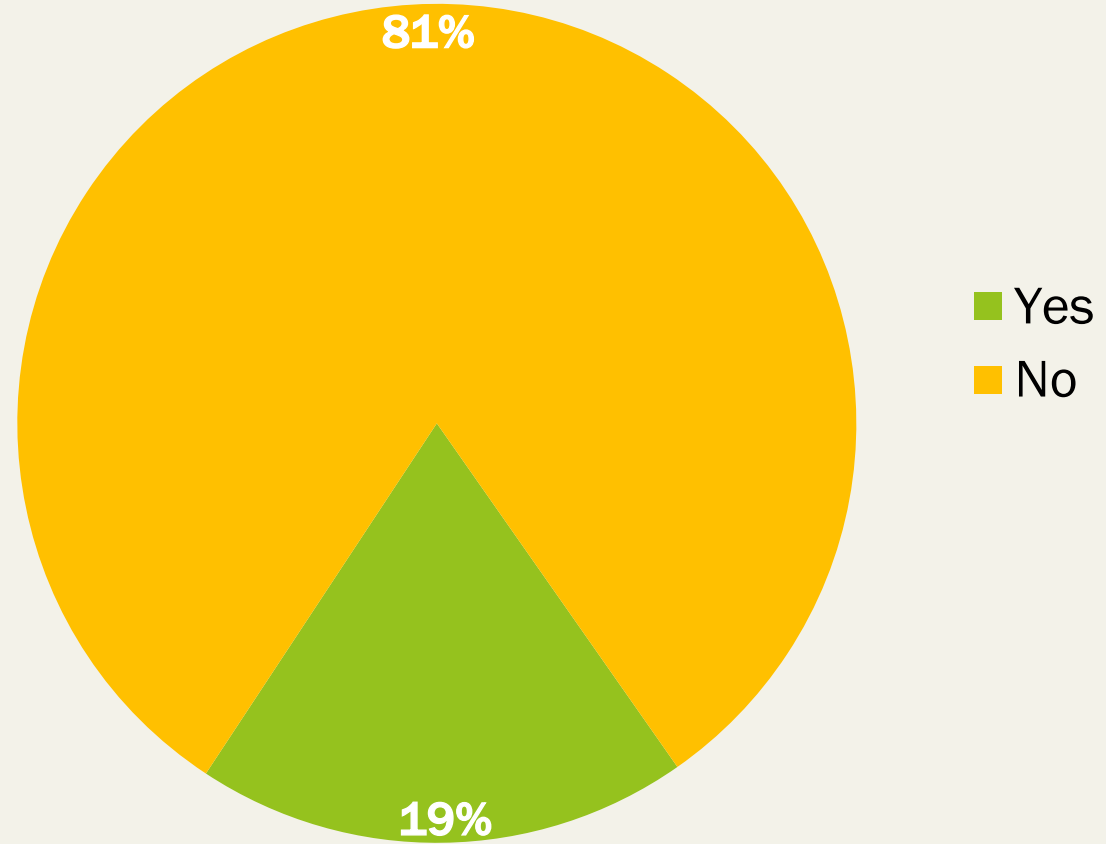


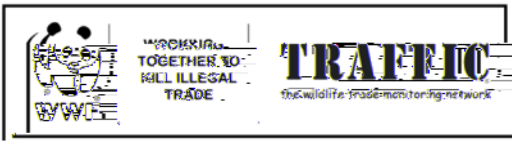
Strong Penalties



Why not: Awareness of regulations

Awareness of current/upcoming regulations





Who and What: Messaging & Segmentation

36%

1st Preferred message: Conservation-related

39% Layer 1

34% Layer 2

32% Layer 3



35% Millennials



34% Regular Overseas Travelers

27%

2nd Preferred message: Legal/Ban-related

26% Layer 1

28% Layer 2

28% Layer 3



26% Millennials



30% Regular Overseas Travelers

Who and What: Messaging & Segmentation



Diehard Buyers (19%)

- Most persistent buyers
- Intend to purchase ivory after the ban is implemented
- Layer 3 cities
- Driven by the social dimensions of ivory

Show that purchasing ivory is socially undesirable and reflects badly on them



Rejecters (50%)

- Most concerned about the environmental consequences of purchasing ivory
- 7 in 10 willing to convince others to stop purchase ivory in the future

Leverage potential role as advocates against ivory purchase



Ban Influenced Citizens (31%)

- Low awareness
- Before hearing of the ban: 8 in 10 likely to buy
- After hearing of the ban: all reconsider.
- Strongly influenced by regulations

Raise awareness of the ivory ban & penalties. Influence them with clear communications on laws

Messages used in interventions: Li Bingbing



Let's commit to rejecting the purchase of ivory products
Since Dec 31 2017, all trades of ivory products inside China are illegal

Will we be on time?



A large African elephant with its trunk touching a smaller elephant calf in a savanna setting. The text "THANK YOU" and "谢谢" is overlaid on the image.

THANK YOU
谢谢