Online Illegal Wildlife Trade in East Asia

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TRAFFIC's vision is of a world where wildlife trade is:

- Managed in a way that maintains healthy wildlife populations and ecosystems;
- Contributes to meeting human needs;
- Supports local and national economies; and
- Helps motivate commitments to conserve wild species and habitats.
About 25,000 African elephants poached per year

Tanzania:
109,051 elephants in 2009
43,330 elephants in 2014 (!)
Why do we need action?
A strategic alliance of WWF and IUCN

Internet users in the world


Monthly online monitoring
Start from January 2012
25-32 Chinese-language websites
Eight key endangered species
Number of total illegal wildlife product advertisements in monitored Chinese websites (January 2012-September 2014)

15 leading e-commerce companies pledged zero-tolerance towards illegal online trade in endangered species on 5th June 2013.
TRAFFIC Monitoring ➔ Details Recording ➔ Website Screening ➔ Enforcement Agency

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A dramatic and sustained drop in the number of online illegal wildlife products;

Rising incidences of online sales of illegal goods through social media forums.

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Wechat is a famous product of Tencent company (QQ);
Information blocking completely depends on users’ report;
Only friends can see advertisements, which ensure the safety.
Examples of dealers’ supply of illegal wildlife products posted on social media within one month

<table>
<thead>
<tr>
<th>Social media account</th>
<th>Ivory tusks</th>
<th>Ivory segments</th>
<th>Rhino: Entire horns or horn pieces and worked products, etc.</th>
<th>Helmeted hornbill casque</th>
<th>Ivory items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealer 1</td>
<td>60+</td>
<td>100+</td>
<td>10</td>
<td></td>
<td>thousands</td>
</tr>
<tr>
<td>Dealer 2</td>
<td>2</td>
<td>54</td>
<td>25</td>
<td></td>
<td>hundreds</td>
</tr>
<tr>
<td>Dealer 3</td>
<td>26</td>
<td>70+</td>
<td>50+</td>
<td>21</td>
<td>hundreds</td>
</tr>
<tr>
<td>Dealer 4</td>
<td>5</td>
<td>11</td>
<td></td>
<td></td>
<td>hundreds</td>
</tr>
<tr>
<td>Dealer 5</td>
<td>7</td>
<td>11</td>
<td>15</td>
<td></td>
<td>hundreds</td>
</tr>
<tr>
<td>Dealer 6</td>
<td>15</td>
<td>30+</td>
<td>2</td>
<td></td>
<td>hundreds</td>
</tr>
<tr>
<td>Total</td>
<td>115+</td>
<td>276+</td>
<td>77+</td>
<td>46+</td>
<td>thousands</td>
</tr>
</tbody>
</table>
Tencent released a notice on the punishment of posting advertisements of illegal wildlife products through Wechat platform.

关于整治利用微信平台发布非法野生动物制品内容行为的公告

2015-03-23 微信团队 微信小安

微信一直致力于打造安全、健康、绿色的生态平台环境，坚决打击各类违法违规的内容和行为。

近期微信不断接到举报，反映有部分用户利用微信公众平台、朋友圈涉嫌发布非法野生动物制品内容，对此类涉嫌违法违规的行为，我们一经发现，将进行严厉整治，以维护微信平台的良好生态。

一、对国家重点保护野生动物制品的界定范围

根据相关法律法规规定，包括但不限于以下动物制品类别：象牙、犀牛角、灰犀鸟头骨、龟壳（玳瑁）、虎骨等。

二、整治方案

（一）公众账号违规

根据《微信公众平台运营规则》，视违规严重程度进行删除内容、账号封禁等处理。

（二）朋友圈违规

根据《微信朋友圈使用规范》，采取阶梯式处罚机制。

1、对违规内容：一经发现，即删除内容，并屏蔽微信朋友圈。

2、对违规账号：视情节对该微信账号进行警告、限制或禁止使用部分或全部功能、账号封禁直至注销的处罚，并公布处理结果。

3、对第三方：根据具体违规情况，进行屏蔽链接或封禁域名处罚。

微信团队将加强与相关公益组织和科研机构的合作，坚决抵制利用微信平台发布非法野生动物及其制品信息的行为。

在此，微信团队呼吁用户在使用微信的公众号、朋友圈等功能时应遵守相关法律、规范，同时也欢迎用户对违规行为进行举报和反馈。

违规示例：
17 leading courier companies operating in China made a public declaration pledging their zero tolerance towards illegal wildlife trade on March 3\textsuperscript{rd} 2015.

Transported by courier companies
Thank You

謝謝

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