WWF — 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

One of the Last Big Tusker Elephants Was Killed by Poachers | National Geographic

TSAVO EAST NATIONAL PARK, KENYA

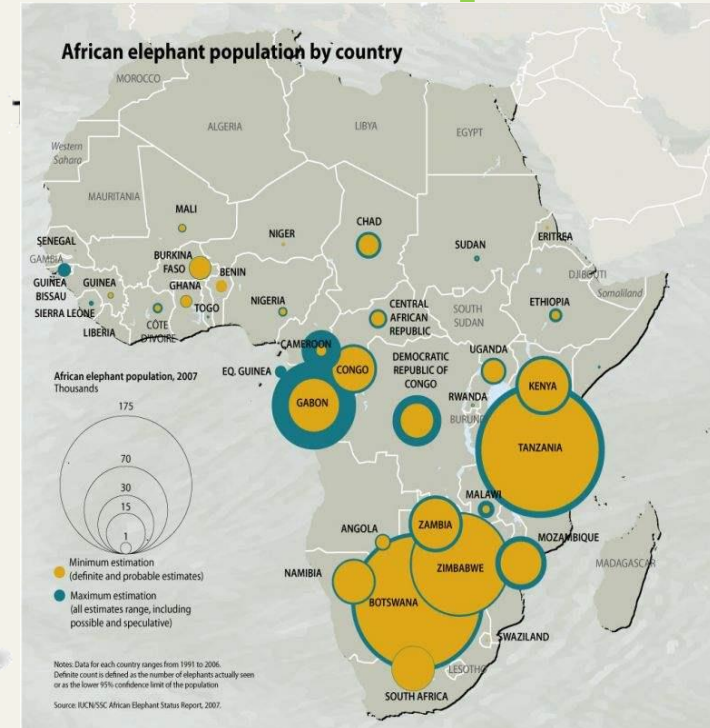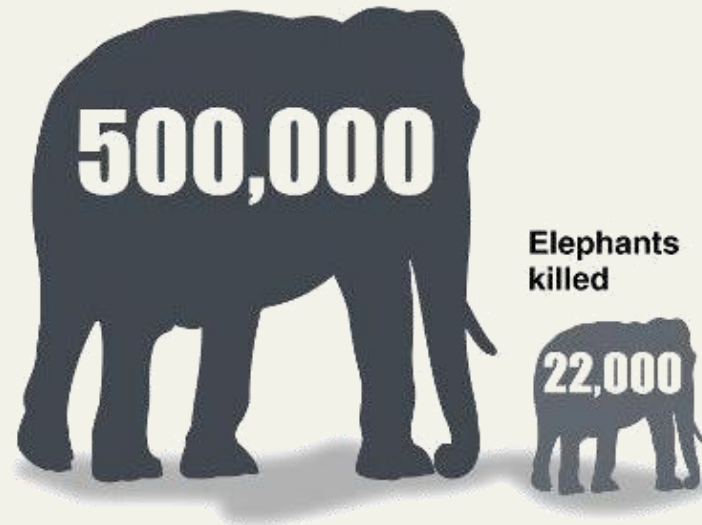SATAO II, A 50-YEAR-OLD "GIANT TUSKER" ELEPHANT, HAS BEEN KILLED BY POACHERS.

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The Dim Future of African Elephants

Danger of extinction imminent

Estimated number of elephants *(in 2012)*

500,000

Elephants killed

22,000

African elephant population by country

African elephant population, 2007
Thousands

175
70
30
15
1

Minimum estimation
(definite and probable estimates)

Maximum estimation
(all estimates range, including
possible and speculative)

Notes: Data for each country ranges from 1991 to 2006.
Definite count is defined as the number of elephants actually seen
or as the lower 95% confidence limit of the population.

Source: IUCN/SSC African Elephant Status Report, 2007.

Large scale* ivory seizures (in tonnes)

22.2 — 2009
15.0 — 2010
34.8 — 2011
24.8 — 2012
41.7 — 2013
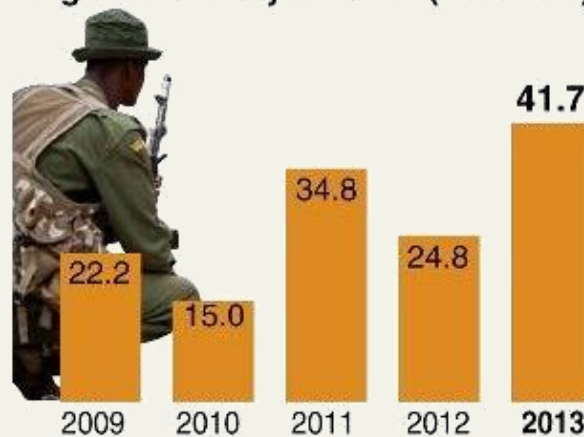
Sources: UICN, Cites Traffic   *Over 500 kilos

Eight countries accused of passivity over the fate of elephants:

Poached	Transit country	Imported
Kenya Uganda Tanzania	Malaysia Philippines Vietnam	China Thailand

AFP

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

⌣ = 2,000 pounds seized

INDIA 14,900 pounds

SINGAPORE 17,700

MALAYSIA 18,800

JAPAN 19,000

PHILIPPINES 23,500

VIETNAM 29,600

TAIWAN 40,500

HONG KONG 45,500

THAILAND 47,100

CHINA 90,600

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

1,300,000

600,000

508,000

,000

2016
China announces ivory market closures

2020
China ivory market eliminated

IMPACT

Estimated African Elephant Population

1,625,000
1,300,000
975,000
650,000
325,000
0

1979   1989   2006   2016

Year

————— 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
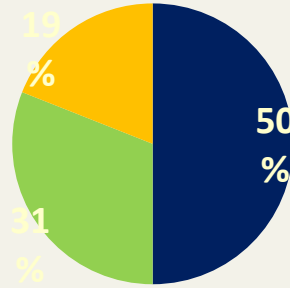
Segmentation Analysis

Ivory Purchase Index

Maximum Differentiation Scaling

Ivory Purchase Index: By City

Legend Ivory Purchase Index

- Highest Index
- Medium Index
- Lowest Index

Shenyang 4.08

Beijing 2.97

Xi'an 3.08

Nanjing 4.14

Chengdu 3.64

Shanghai 3.79

Chongqing 3.85

Kunming 2.75

Guangzhou 3.93

Shenzhen 4.48

Who: Segmentation

Intend to buy ivory after ban

Diehard Buyers 19%

Not likely to recommend ivory purchase after ban

Likely to recommend ivory purchase after ban

Rejectors 50%

Law Abiding Citizens 31%

Do not intend to buy ivory after ban
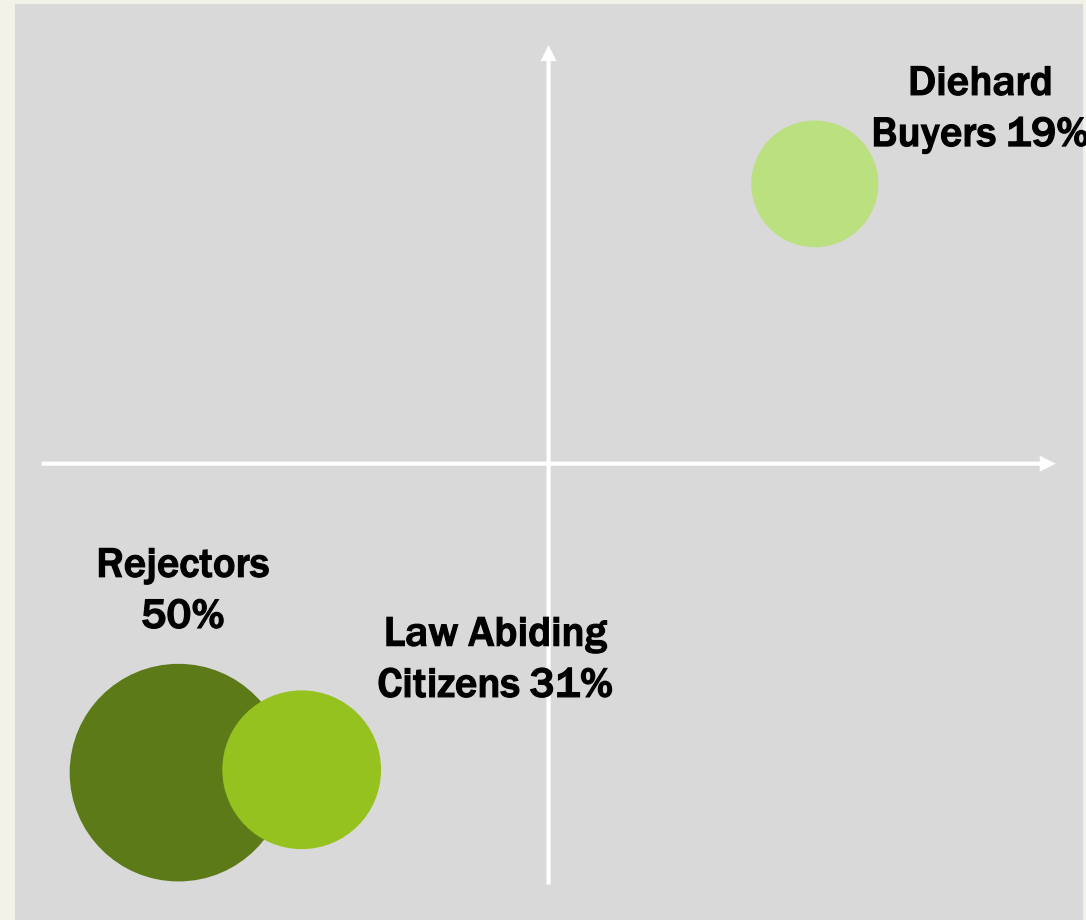
I am NOT concerned that ivory might be illegal to buy

I am concerned that ivory might be illegal to buy

Who: Consumer Segments

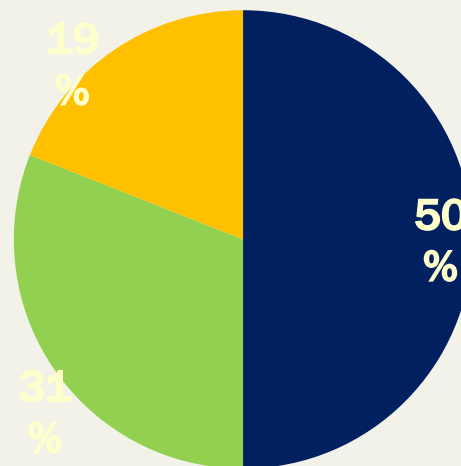## Diehard Buyers (19%)

- 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

50%

19%

31%

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
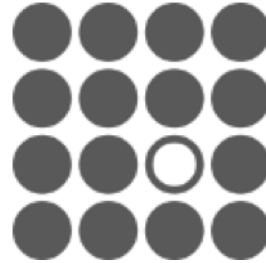
Cultural Heritage

Gifting (status)

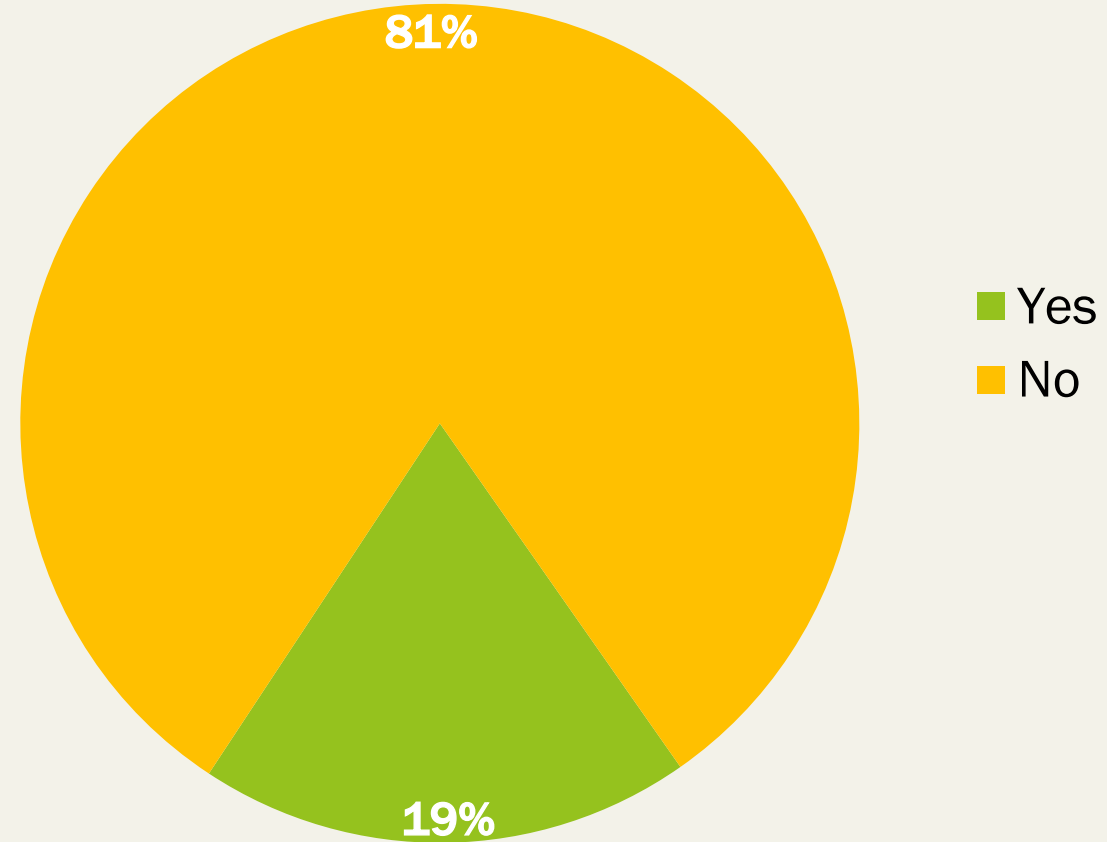Endangered Elephants
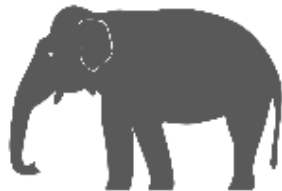
Animal Cruelty

Illegality

Strong Penalties

Why not: Awareness of regulations

Awareness of current/upcoming regulations

81%

19%

- Yes
- No

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

Li Bingbing
WWF Ambassador of the Ivory Trade Ban Campaign

Will we be on time?

THANK YOU
谢 谢