



# The Coalition to End Wildlife Trafficking Online

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## Is Your Company Ready to Help Stop Wildlife Trafficking?



**3** rhinos a day are killed in South Africa for their horns.



**1 million** pangolins have been trafficked in the last decade.



**20,000+** African elephants are killed each year to meet the demand for ivory.



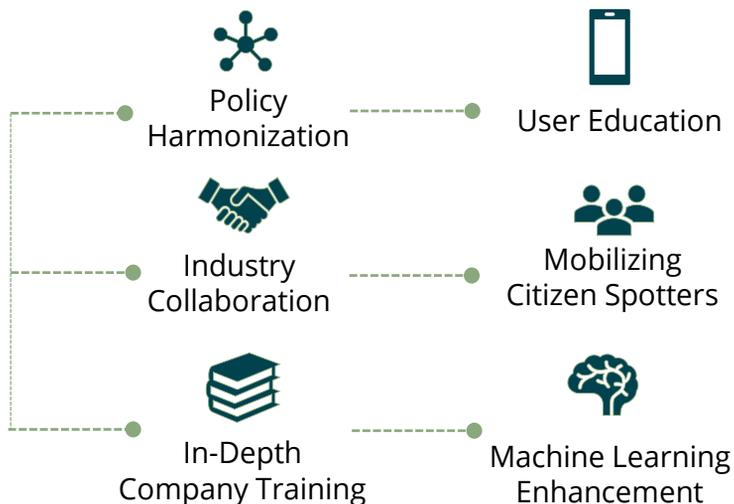
Only **3,890** tigers are left in the wild.

The world's most endangered species are under threat from an unsuspecting source: the internet. Advances in technology and connectivity across the world, rising buying power, and demand for illegal wildlife products have increased the ease of exchange from poacher to consumer between continents. This combined has created largely unregulated online markets for criminals to sell illegally obtained wildlife products. Purchasing elephant ivory, tiger teeth and other live animals and products is as easy as click, pay, ship.

Fortunately, the world's biggest e-commerce, tech and social media companies have joined forces to shut down online marketplaces for wildlife traffickers. The *Coalition to End Wildlife Trafficking Online* brings together companies from across continents in partnership with experts at WWF, TRAFFIC and IFAW for an industry-wide approach to reduce wildlife trafficking online by 80% by 2020.

## 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**.



# How Your Company Can Join Us:

1

**Contact the team** at [contact@endwildlifetraffickingonline.org](mailto:contact@endwildlifetraffickingonline.org) to publicly join the *Coalition to End Wildlife Trafficking Online* and strive to follow its principles.

2

**Work with wildlife experts** to develop an internal action plan with metrics to address specific wildlife trafficking threats on your platform to deliver on the 2020 goal.

3

**Deploy activities to meet the 2020 goal** that fit with your platform structure, such as:

- Ensuring that clear, comprehensive and enforceable wildlife trade policies are in place;
- Enhancing staff and automated capability to detect illegal wildlife products;
- Collaborating with the academic community and other companies to advance machine learning for endangered species content identification;
- Rolling out a user awareness campaign and/or citizen monitoring program to mobilize the public to do their part to stop wildlife trafficking online

4

**Participate in regional quarterly coalition meetings** (remote/in-person), share learning and best practices with Coalition members, and consider long-term options for sustained reduction in wildlife trafficking online.

The members of the Coalition include: Alibaba, Artron, Baidu, Baixing, eBay, Etsy, Facebook, Google, Huaxia Collection, Hangtan Collection, Instagram, Kuaishou, Kupatana, Leboncoin, Mall for Africa, letgo, Microsoft, OfferUp, OLX, Pinterest, Qyer, Rakuten, Ruby Lane, Sapo, Shengshi Collection, Sina, Sougou, Tencent, Tortoise Friends, Wen Wan Tian Xia, Zhong Hua Gu Wan, Zhongyikupai, Zhuanzhuan and 58 Group, convened by WWF, TRAFFIC and IFAW

**TRAFFIC**



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Find out more:

🌐 [www.endwildlifetraffickingonline.org](http://www.endwildlifetraffickingonline.org)  
✉ [contact@endwildlifetraffickingonline.org](mailto:contact@endwildlifetraffickingonline.org)

