

When the buying stops, the killing can, too *Reducing Demand for Elephant Ivory in China*

Program Update - January 2015

EXECUTIVE SUMMARY

In April 2013, WildAid launched a three-year campaign to reduce elephant ivory demand in China. Using existing methodology, networks and contacts tested and proven on our shark fin campaign, WildAid aims to raise awareness in China of the elephant poaching crisis, support Chinese lawmakers in banning ivory sales, and measurably reduce demand for ivory in China.

In the campaign's second year, we built on our first year accomplishments and expanded our partnerships. We produced and released new TV PSAs, featuring actors Edward Norton, Li Bingbing, Huang Haibo, and NBA basketball stars Pau Gasol, Tyson Chandler, Al Horford, Serge Ibaka, Thabo Sefolosha, and Joakim Noah. We continued to build campaign momentum with the August CCTV broadcast of our documentary, "The End of the Wild", in conjunction with an outdoor ad campaign featuring Yao Ming in China. We followed this release with a global premiere of the English version of the film, "Saving Africa's Giants" on Animal Planet in November. We also collaborated with Oscar-winning director Kathryn Bigelow on a 3-minute animated short film, "Last Days", dramatizing the connection between the ivory trade and the Al-Shabaab terrorist group's attack on Nairobi's Westgate mall.

We have seen several governments around the world begin to take action, sending the message of a stronger stance against the illegal ivory trade by incinerating or crushing their ivory stockpiles. More recently, we have heard from internal sources that the Chinese government has adopted an unwritten policy forbidding any government official from accepting any ivory as gifts. This potentially presages stronger action as we previously saw with shark fin. In February 2014, China's 36 top business leaders released a pledge to never purchase, possess or give ivory as a gift. WildAid China Board Chairman, Huang Nubo, spearheaded pledge recruitment, which included the Chairman of Lenovo and Jack Ma, founder of the Alibaba Group. The pledge was published publicly as a full-page ad in the Beijing Times (see Page 7). In March, former NBA star and WildAid Ambassador Yao Ming delivered a petition to the Chinese People's Political Consultative Conference (CPPCC) asking China's government to ban the sale of ivory (see Page 8). This November, we launched "Ivory Free" a new pledge campaign and cause site asking consumers to pledge to never buy, own or accept ivory as gifts, and to support stronger government bans and actions to tackle the illegal ivory trade.

Among other press, the Washington Post featured the work and successes of WildAid and Yao Ming in the September article, "Yao Ming aims to save Africa's elephants by persuading China to give up ivory."

In July 2014, the Convention on the International Trade in Endangered Species of Wild Fauna and Flora (CITES) released a report indicating that the "sharp upward trend" in elephant poaching evident since the mid-2000s is "leveling off". According to CITES, the poaching peaked in 2011 and now "the overall levels of illegal killing of elephants in Africa appear to have stabilized, albeit at an alarmingly high level". While elephant poaching remains at unsustainable levels, the apparent leveling off of the poaching trend indicates demand reduction campaigns are having an impact. Now, we hope to increase our impact by replicating the campaign in the second largest ivory market, Thailand, and in Hong Kong, a major ivory entry point for China.

PUBLIC SERVICE ANNOUNCEMENTS

WildAid has produced and released 14 elephant ivory PSAs featuring some of the world's biggest stars, including Edward Norton, David Beckham, Prince William, Yao Ming, Li Bingbing, and Tyson Chandler. We also developed and filmed several new PSAs currently in post-production for release in the coming months, including three featuring the cast of the hit TV show, *The Walking Dead*.



NBA player Serge Ibaka featured in “No Hype”



Li Bingbing in our new “Hunted” PSA

Through a partnership with Wanda Cinema Line Corporation, “Hunted,” our latest PSA featuring Li Bingbing, will be shown in 150 cinemas and more than 1300 screens across the country prior to movie screenings beginning December 18th.

DISTRIBUTION

WildAid currently distributes our TV PSAs through partnerships with over 150 media outlets in China, including CCTV, the leading nationwide state-run TV network, and Xinhua, the government's official news agency, as well as leading networks such as Shanghai Media Group and Yunnan TV (arguably the most “popular” network in China). We will build and expand our relationship with these and add new channels to maximize the distribution and impact of our conservation messaging. These networks currently reach an average weekly audience of 500 million people.

Our elephant ivory PSAs aired 7,697 times on over 25 TV channels in 2013 amounting to US\$ 15 million in-kind broadcast value. This is the amount certified by the media monitoring firm CTR and does not include several major media outlets (e.g., Xinhua [TV], other TV, Red Wall [railway station video billboards], Touch Media [taxi LCD screens], AirMedia [airports], etc.) and could represent as low as 50% of the actual total.

FEATURE FILM

Launched Two Versions of our Yao Ming Documentary - “The End of the Wild” & “Saving Africa’s Giants”

We hosted a special premiere screening of our new documentary, “The End of the Wild”, on August 8th in Beijing. The screening included Q&A sessions with Peter Knights and Yao Ming, as well as the release of the film's accompanying photo book. The documentary features Yao Ming's travels to Africa to see its natural splendor and to learn about the tragic poaching crisis decimating elephant and rhino populations, and demonstrates his resulting resolve to carry the message back to his country to convince people to stop buying ivory and rhino horn. “The End of the Wild” aired in two parts on CCTV9 (CCTV documentary channel) on August 11th and August 17th. CCTV reported that these broadcasts were viewed by audiences almost double the typical viewership for the broadcast time slot. We are working with CCTV to secure a national broadcast on CCTV1, the national broadcast channel.

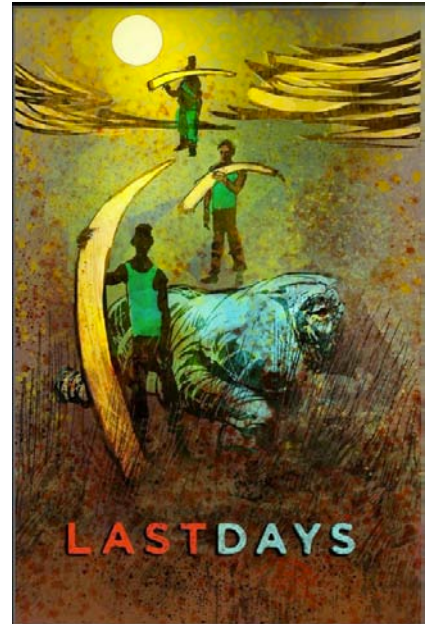
We partnered with Animal Planet to produce an English version of the film for distribution in the US, Africa, and Europe. “Saving Africa's Giants” premiered on Animal Planet in the US on November 18th and over the following week in various international markets in Europe, Asia and Africa and the Middle East.

VIDEO SHORTS

“Last Days” Animated Short

As part of WildAid’s overall campaign to reduce the demand for ivory, we have partnered with Oscar-winning film director Kathryn Bigelow, Annapurna Pictures and DreamWorks Animation SKG to produce a 3-minute animated film entitled “Last Days” dramatizing the connection between the ivory trade and terrorist groups in Africa, calling out the involvement of al-Shabaab, the Lord’s Resistance Army, Janjaweed, and Boko Haram. “Last Days” specifically links the illegal ivory trade to al-Shabaab’s attack on the Westgate Mall in Nairobi, Kenya in September 2013, implying that the enormous monthly profits the group nets from poaching enabled the funding required to carry out the attack.

The film is intended to raise awareness of the terrorism impacts of the ivory trade as part of the broader effort to reduce demand for ivory and build support for enforceable trade bans in China, the US, Thailand, Hong Kong, and other countries. The film premiered at the New York Film Festival on September 27th and was followed by a panel discussion, "The Crisis in Elephant Poaching," moderated by Kathryn Bigelow and including WildAid's Peter Knights, New York County Assistant District Attorney Julia V. Lozano, musician and human rights advocate K'naan Warsame, and author and journalist Peter Godwin. The film saw its wider release on December 9th on The Daily Show with Jon Stewart.



BILLBOARDS

In January, our “Say No to Ivory” billboard with Li Bingbing was placed in 100 Beijing bus stops, airports and large screens on buildings in both Beijing and Shanghai.



Li Bingbing “Say No to Ivory” billboard in Shanghai Airport

In August, we created and released three Yao Ming billboards to accompany the Chinese premiere of our feature documentary, “The End of the Wild”, which were distributed throughout Beijing and Shanghai in airports, taxis, subways, bus stations and 100 bus stops.



“We All Feel Small” billboard with Yao Ming

In September, we secured free screen space in the Beijing airport for our Yao Ming and Li Bingbing billboards, including 52 LCD screens, 2 LED pillar screens, 4 extra-long 18-meter LED screens, and 2 10-meter screens.

On December 1st, we released our newest billboard design featuring Li Bingbing In China. A total of 107 billboards have been placed throughout three Beijing and Shanghai airports and will be displayed December through February 2015. In Hong Kong, we have secured placement of the Li Bingbing Ivory Free billboards on the Star Ferry.



New Li Bingbing “Ivory Free” billboards in the Beijing airport

SOCIAL MEDIA

On February 11th 2014, WildAid's Yao Ming Elephant Ivory campaign was featured on China's Tencent (the "Yahoo/Facebook/Twitter" equivalent in China) homepage, their QQ news pop-up page, and on their WeChat application. The site featured Yao Ming's Africa trip with WildAid and his role in the ivory campaign as the "One Day, One Life" (中国人的一天) feature story. Just the QQ chat service alone (which gets the news pop-up page when you sign in, see right) has 600 million registered users and 160 million active daily users. As you can see by clicking on the link below, the feature includes a slideshow of 14 images from the documentary footage and our PSAs:

http://news.qq.com/zt2013/onedaychina/1504.htm?pgv_ref=aio2012&ptlang=2052



Ivory Free Pledge & Cause Site

In conjunction with the Animal Planet premiere of “Saving Africa’s Giants”, we launched “Ivory Free”, an ambitious online pledge and social media campaign to engage the public more directly. The “Ivory Free” cause site asks participants to pledge to never knowingly purchase ivory products and to spread the elephant conservation message. The site will be translated for global access.

SURVEY

Ivory Survey in Hong Kong

This fall we conducted a survey on ivory consumption trends in Hong Kong through the University of Hong Kong’s Public Opinion Programme. We asked 1,000 randomly selected HK households a series of 10 questions over the phone to gauge ivory consumption and individual awareness of the elephant poaching issue and HK ivory trade regulations.

Ivory Survey in China

During October 2014, we also replicated our ivory survey in China to assess any change in awareness, attitudes and behavior regarding ivory consumption and the elephant poaching crisis. The survey will also ascertain the reach of campaign messages in various major cities in China. A report summarizing the results is forthcoming.

BUSINESS LEADER OUTREACH

China’s 36 top business leaders pledge “No to Ivory”

On February 26, 2014, China’s 36 top business leaders released a pledge to never purchase, possess, or give ivory as a gift. WildAid China Board Chairman, Huang Nubo spearheaded pledge recruitment including Cao Guowei, CEO of Sina Corp., China’s largest internet portal, as well as the Chairman of Lenovo and 10 individuals from the Forbes 2013 China Rich List including Jack Ma, founder of the Alibaba Group. The pledge was published publicly as a full-page ad in the Beijing Times (please see page 6). This is an important signal to the new administration essentially saying they would support an ivory sales ban.

In November, an additional 100 Chinese business leaders including Ma Yun, Chairman of the Alibaba Group, signed our “Ivory Free” pledge, refusing to buy, gift, or accept ivory products.

GOVERNMENT OUTREACH

Yao Ming Asks China’s Government to Ban Ivory Sales

On March 4th, former NBA star and WildAid Ambassador Yao Ming delivered a petition to the Chinese People’s Political Consultative Conference (CPPCC) asking China’s government to ban the sale of ivory (see page 7). Yao Ming has been an active leader of WildAid’s campaign on shark fin and more recently our ivory and rhino horn campaigns launched in 2013. Yao Ming signed the petition along with fellow CPPCC members stating:

“Because the ivory trade is leading to the poaching of elephants, I recommend that China ban all sales of ivory, prohibit imports of ivory, prohibit the sale, purchase, transport, carrying, and shipping of all ivory products. I believe that this ban on ivory will lead to the protection of elephants, ease the burden on customs officials, maintain safety, and help make China a leader in wildlife conservation.”

Yao Ming received preliminary indications that the petition would be welcome by the CPPCC. The responsible government ministry is now obligated to respond to the petition.

Hong Kong Campaign Consultant Takes Legislator Elizabeth Quat to Africa

WildAid staff Alex Hafford accompanied HK Legislator Elizabeth Quat on a trip to Africa. The main aim of EQ’s trip to Kenya and Ethiopia was to push three messages: push Hong Kong to join the Elephant Protection Initiative (EPI) and better support African initiatives to combat poaching; push Hong Kong to

legislate a domestic ivory trade ban; and support WildAid ivory demand reduction campaigns in Hong Kong and China.

Hong Kong's biggest ivory retailer drops ivory

In early March, Hong Kong's largest ivory retailer, Chinese Arts & Crafts, announced that it had stopped selling elephant ivory. The China government-owned chain, which operates four stores in Hong Kong, told Reuters that it now only sells mammoth ivory. WildAid consultants visited the stores and confirmed that all elephant ivory has been removed from shelves; the store is not mislabeling it as mammoth ivory, and is not selling elephant ivory "under the counter." By May, the two remaining large ivory retailers in Hong Kong – Wing On and Yue Hwa – followed suit, announcing that they will no longer sell elephant ivory products. The decision followed public pleas to end the ivory trade in Hong Kong and mainland China. Yue Hwa noted, "Our Company realized the trend of protecting endangered species in the society; we respect and agree with the will of the general public to protect these animals."

BEIJING TIMES (February 26, 2014)

In recent years, poaching as a result of the trade in illegal ivory is posing enormous threats to the survival of elephants. I'm aware of the following:

1. Each year around 25,000 African elephants are killed for their ivory;
2. The population of elephants has declined 62% in the last 10 years;
3. Rampant elephant poaching is having negative impacts on the economy, tourism, and national security of many African nations;
4. Terrorist groups in Africa are being supported in part through the illegal ivory trade
5. According to official reports and statistics, China is the largest importer of illegal ivory, and Chinese nationals are increasingly involved in the illegal ivory trade; and
6. Illegal ivory trade is damaging China's international reputation.

Because of this, I pledge the following:

1. I will not purchase, possess, or give ivory as a gift
2. I will encourage friends, family, and employees to not purchase ivory products

Signatories:

- Cao Guowei (Charles Chao) – CEO, Sina Corp
 Deng Feng – CEO/Chairman, Beiji Guangfeng Investment Fund
 Ding Liguo – Founder, Liguo Corp.
 Feng Lun – Chairman, Vantone Holdings
 Huang Nubo – Chairman, Zhongkun Group
 Jiang Xipei – Chairman, Yuandong Holdings
 Li Dongsheng – Chairman, TCL Group
 Li Shufu – Chairman, Geely Group
 Li Zhenfu – China Regional President, Novartis Pharmaceuticals
 Liu Chuazhi – Chairman, Lenovo
 Liu Donghua – Founder, Zhenghedao Group
 Liu Jiren – Chairman, Dongruan Group
 Liu Jun – Deputy Chairman, Guangxi People's Congress Comm.
 Ma Yun (Jack Ma) – Founder, Alibaba Group
 Niu Gensheng – Founder, Lao Niu Foundation
 Shen Guojun – CEO and Chairman, Yintai Holdings Corp.
 Tang Yue – Founding Partner, Blue Mountain China Capital
 Wang Chaoyong – Founder and President, Xinzhongli International Holdings
 Wang Junhao – Deputy Chairman, Junyao Group

新快报 2014年2月27日 星期四 广告 A13

拒绝购买象牙制品 个人承诺信


为保护大象，由野生救援协会中国理事会长、全球理事黄怒波先生在企业界发起号召，联合三十六位著名企业家及学者签署了以下拒绝购买象牙制品承诺信：

近年来，研究表明非法象牙贸易导致的大象偷猎行为严重威胁大象生存。我了解到：

1. 据统计，每年大约有25,000头非洲大象因为象牙被猎杀；
2. 十年来大象数量比过去减少了62%；
3. 猖獗的大象偷猎给非洲很多国家的经济、旅游和国家安全等带来巨大的负面影响。


因此，我承诺：

1. 个人不购买和使用象牙制品，不将象牙制品作为礼品送人
2. 鼓励和劝告亲戚朋友和公司员工不购买象牙制品



Signatories (from top to bottom, left to right):

- 黄怒波 野生救援协会理事会长 全球理事
- 谢震 著名文艺评论家
- 曹国伟 新浪董事长
- 郑峰 北信永高创业基金 董事长总经理
- 丁立国 立国实业集团有限公司 创始人
- 冯仑 万通集团董事长
- 柳传志 联想控股有限公司董事长 执行委员会主席
- 周其仁 北京大学环境资源 研究中心主任
- 蒋锡培 远东控股集团董事长 主席
- 李东升 TCL集团有限公司 董事长
- 李书福 吉利集团董事长
- 李振福 德盛资本管理执行首 席
- 刘东华 正和合创始人 董事 首席顾问
- 刘积仁 东软集团董事长
- 周其凤 著名化学家
- 刘毅 南昌国际集团控股(香港) 有限公司董事长
- 马云 阿里巴巴集团 创始人
- 牛根生 老中基安全创始人
- 沈国军 中国银业投资有限公司 董事长兼总裁
- 唐越 富山中置资本 创始人兼总裁
- 汪潮涌 信中国医药控股公司 创始人兼总裁
- 朱新礼 中国汇源果汁集团有限 公司董事长
- 王均豪 均瑶集团副董事长
- 王利芬 北京优信网络科技 有限公司创始人
- 王文京 用友软件股份有限公司 董事长兼总裁
- 王中军 华谊兄弟传媒股份 有限公司董事长
- 吴建民 国家创新与发展战略 研究会常务副会长
- 吴亚军 龙湖集团董事长
- 张耀生 大自然保护协会 北京地区理事长
- 夏华 德文企业集团董事长
- 徐少春 全峰国际软件集团 创始人
- 许有友 中国科学院院士
- 杨建刚 海丰国际航运集团 有限公司董事长
- 俞敏洪 新东方创始人
- 袁岳 零点研究咨询集团 董事长
- 张维迎 著名经济学家



- Wang Lifan – Founder, Beijing Youshimi Internet Technology Co.
 Wang Wenjing – CEO and Chairman, Yongyou Software Corp.
 Wang Zhongjun – Chairman, Huaiyi Brothers Media Corp.
 Wu Jianmin – Deputy Director, China External Affairs Comm.
 Wu Yajun – Chairman, Longhu Group
 Xia Hua – Chairman, Yiwen Enterprise Group
 Xie Mian – Art and culture critic
 Xu Shaochun – Founder, Jindie Software Group
 Xu Zhihong – Scholar, China Academy of Science
 Yang Shaopeng – Chairman, Haifeng Int'l Shipping Co.
 Yu Minhong – Founder, New Oriental Group
 Yuan Yue – Chairman, Lingdian Consulting
 Zhang Weiyang – Renowned Economist
 Zhang Xingsheng (Jim Zhang) – Managing Director, The Nature Conservancy Greater China Region
 Zhou Qiren – Dean, Peking University National Development Academy
 Zhou Qifeng – Renowned Chemist
 Zhu Xinli – Chairman, Beijing Huiyuan Beverage Company

Translated text of Yao Ming's petition during the opening session of the Chinese People's Political Consultative Conference asking China's government to ban sales of ivory (March 4, 2014).



Proposal to issue a ban on ivory sales

In recent years, the revival of trade in ivory has resulted in rampant poaching and smuggling of ivory, leading to significant reductions in elephant populations. In order to combat ivory smuggling and illegal sales of ivory, China has issued a series of laws and regulations. But because of the immense size of China's ivory market, complex management systems, and consumers often unable to determine the legal status of ivory products, smuggling and illegal ivory continue to enter China, adding pressure and complexities to the work of customs officials, and damaging our economy and safety.

Background

Estimates show that at least 20,000 elephants are being killed each year for their ivory. Elephant populations have been reduced 62% in the last 10 years. Rampant poaching is damaging the economies, tourism industries, and stability of many African nations, while some terrorist organizations are receiving funding from the trade in illegal ivory.

A recent survey carried out by WildAid and [the African Wildlife Foundation and Save the Elephants] of 961 residents in Beijing, Shanghai and Guangzhou indicates that 94% of those surveyed support a government ban on ivory. China has recently begun strengthening enforcement on illegal ivory smuggling, and earlier this year destroyed over 6 tonnes of confiscated ivory, showing the resolve of the Chinese government to stifle the trade in illegal wildlife products.

Issues

1. After the ban on international ivory sales in 1989, the market for ivory was significantly reduced, leading to corresponding reductions in poaching of elephants and an increase in elephant populations. After the purchase of an ivory stockpile in 2008, which has helped revitalize Asian markets for ivory, poaching of elephants across Africa has increased rapidly. This shows that the trade in ivory is the main driver of elephant poaching.
2. Criminal gangs are increasingly smuggling ivory into China, causing China to spend a great amount of manpower, funding, and other resources to combat this smuggling and storing of confiscated ivory. This is to the detriment of China's economy and safety.
3. Because of ivory's high market value, it is often purchased to be given as gifts, very often leading to excess and corruption in the government.
4. China has made great achievements in recent years on the protection of wildlife, but China's ivory market and ivory smuggling have damaged China's international reputation.

Recommendations

Because the ivory trade is leading to the poaching of elephants, I recommend that China ban all sales of ivory, prohibit imports of ivory, prohibit the sale, purchase, transport, carrying, and shipping of all ivory products. I believe that this ban on ivory will lead to the protection of elephants, ease the burden on customs officials, maintain safety, and help make China a leader in wildlife conservation.