



U.S. Wildlife Trafficking Alliance

BE INFORMED. BUY INFORMED



Wildlife trafficking is an international crisis. In the past eight to ten years, there has been a dramatic increase in the illegal wildlife trade throughout the world. Populations of endangered species have plummeted, yet the illegal trade shows no indication of slowing down. The U.S. continues to help fuel demand for the illegal killing of endangered species by providing one of the world's largest markets for ivory, rhino horn, tiger and other species. All of civil society must band together to stop consumer demand and cut off supply chains and market access for illegal wildlife products.

The Problem

According to the U.S. Department of State, wildlife trafficking is generating approximately \$10 billion per year in illegal profits for the sophisticated criminal syndicates that are masterminding the killing, transport and marketing of illegal wildlife products. U.S. intelligence agencies have confirmed that in addition to other criminal enterprises, wildlife trafficking is corrupting governments, undermining the rule of law, and helping to finance terrorist organizations.

The illegal wildlife trade is threatening the survival of many species in the wild. In a recent three year period, approximately one-fifth of the *entire* African elephant population – 100,000 elephants – were killed for their ivory. Smaller rhino populations in Africa also are being decimated at rates of more than 1,000 killings per year. African lion populations have plummeted by almost 50 percent in the past three decades. The list goes on.

White House and Congressional Support

In February 2014, the White House released the *National Strategy for Combating Wildlife Trafficking*, which called for a collaborative effort with foreign governments, international organizations, nongovernmental organizations, and the private sector in order to reduce supply and demand of illegal wildlife products and materials. On July 31, 2015, this led to the formation of the U.S. Wildlife Trafficking Alliance.

Congress has also supported this effort through its bipartisan passage of the Eliminate, Neutralize and Disrupt (“END”) Wildlife Trafficking Act in October 2016. The Act continues the work of the National Task Force and requires on-going reports of progress made under the National Strategy and its Implementation Plan – including the demand reduction efforts that the Alliance and its partners are focusing on.

The U.S. Wildlife Trafficking Alliance is “a new coalition of major companies, non-profit organizations, and foundations dedicate to reducing U.S. demand for ivory, rhino horn, and other illegal wildlife products. The White House... look[s] forward to engaging the Alliance to raise awareness, change behavior, and reduce demand for illegally traded wildlife.”

White House: August 5, 2015

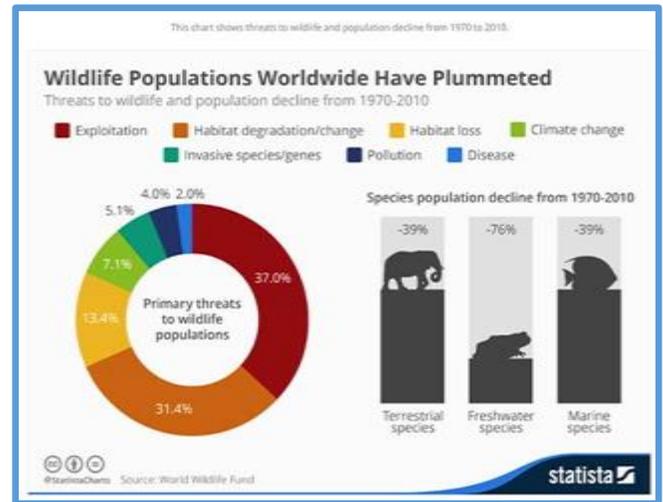
Who We Are

The U.S. Wildlife Trafficking Alliance is a voluntary coalition of leading non-profit organizations, companies, foundations and media interests that is collaborating closely with the U.S. government to reduce the purchase and sale of illegal wildlife and wildlife products.

What We Do

The Alliance will draw on all elements of civil society to accomplish the goals of:

- ✓ Raising the public's awareness of the scope of the wildlife trafficking crisis;
- ✓ Reducing consumer demand for wildlife and wildlife products; and
- ✓ Mobilizing companies to adopt best practices to ensure that their goods and services are not being utilized by illegal wildlife traffickers, and to assist in raising public awareness and reducing demand.



Our NGO Partners

NGO partners include World Wildlife Fund, Wildlife Conservation Society, NRDC, Vulcan/ Paul Allen Foundation, Association of Zoos and Aquariums, National Geographic Society, and many others committed to fighting the illegal wildlife trade. NGO Alliance partners will contribute assets, expertise and their communications channels to mobilize a diverse and powerful national constituency to achieve our mission.

Our Corporate Partners

The Alliance welcomes corporate partners including Discovery Communications, JetBlue Airways, eBay, Google, Richline Group, and many others with policies and best practices that seek to reduce, and eventually eliminate, market access opportunities for illegal wildlife traffickers. We also work with companies to implement effective communications with vendors and customers and promote the legal sourcing of wildlife products by participating in a broad-based consumer demand reduction campaign.



Consumer Demand Reduction Campaign

The Alliance is working closely with its partners to implement a coordinated consumer demand reduction campaign, amplifying the efforts of our NGO and corporate partners by using a unified platform and message with a strategic mix of paid, donated and owned media. The campaign will seek to raise public awareness and spark consumer action, leading to brand loyalty for Alliance partners.

Contact Us

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