

PROTECTING WILDLIFE FOR A HEALTHY PLANET

PROGRESS REPORT

Thanks to your generous support, World Wildlife Fund is advancing wildlife conservation on a global scale.

As you will read in this report, our initiatives are decreasing consumer demand for ivory through targeted campaigns; empowering conservation enthusiasts to detect and report illegal wildlife products online; and expanding habitat in the Northern Great Plains for bison to roam. Through our work with partners, communities, and field scientists, we are protecting tigers, rhinos, elephants, and countless other species in critical habitats.

We thank you for making this progress possible and for helping to create a brighter future for wildlife and people



ENDING WILDLIFE CRIME

*Wildlife crime poses an immediate threat to many of the world's most threatened species, second only to habitat destruction. With your support, we are turning the tide and making crucial progress toward our three key objectives: to stop the **poaching**, stop the **trafficking**, and stop the **buying**.*

STOP THE POACHING

Over the last four years, WWF and FLIR Systems, Inc.—a leading developer of night vision thermal technology—have teamed up on a breakthrough in the fight against poaching: helping government rangers see in the dark. WWF first installed FLIR thermal cameras in Kenya's Maasai Mara National Reserve in 2016. Now, WWF and FLIR are launching the multi-year *Kifaru Rising Project* to improve government ranger safety and stop illegal black rhino poaching across 10 parks and game reserves in Kenya, including Lake Nakuru National Park, Solio Game Reserve, and Maasai Mara National Reserve.

STOP THE TRAFFICKING

WWF and partners launched the Coalition to End Wildlife Trafficking Online, a collaboration with companies around the world, with the goal of reducing wildlife trafficking online by 80% by 2020. Now in its second year, the Coalition includes 34 of the world's leading tech companies, including eBay, Google, Microsoft, and Tencent. The participating e-commerce, social media, and search platforms have implemented improved detection and enforcement mechanisms to make it harder than ever for traffickers to sell illegal wildlife products online—including elephant ivory, rhino horn, pangolin scales, and tiger cubs.

In addition, WWF has grown its Wildlife Cyber Spotters program, which works to find illegal wildlife ads across the Web. This year alone, Cyber Spotters flagged more than a thousand illegal wildlife posts for removal.



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STOP THE BUYING

The buying and selling of elephant ivory throughout Asia continue to fuel African elephant poaching. To counter this trend, China's Administration of Customs and National Forestry & Grasslands Administration partnered with WWF and WildAid on a national public awareness campaign to inform travelers of the consequences of purchasing ivory. The campaign became an integral piece of a three-year initiative to tighten security at China's borders and halve imports of illegal wildlife products.

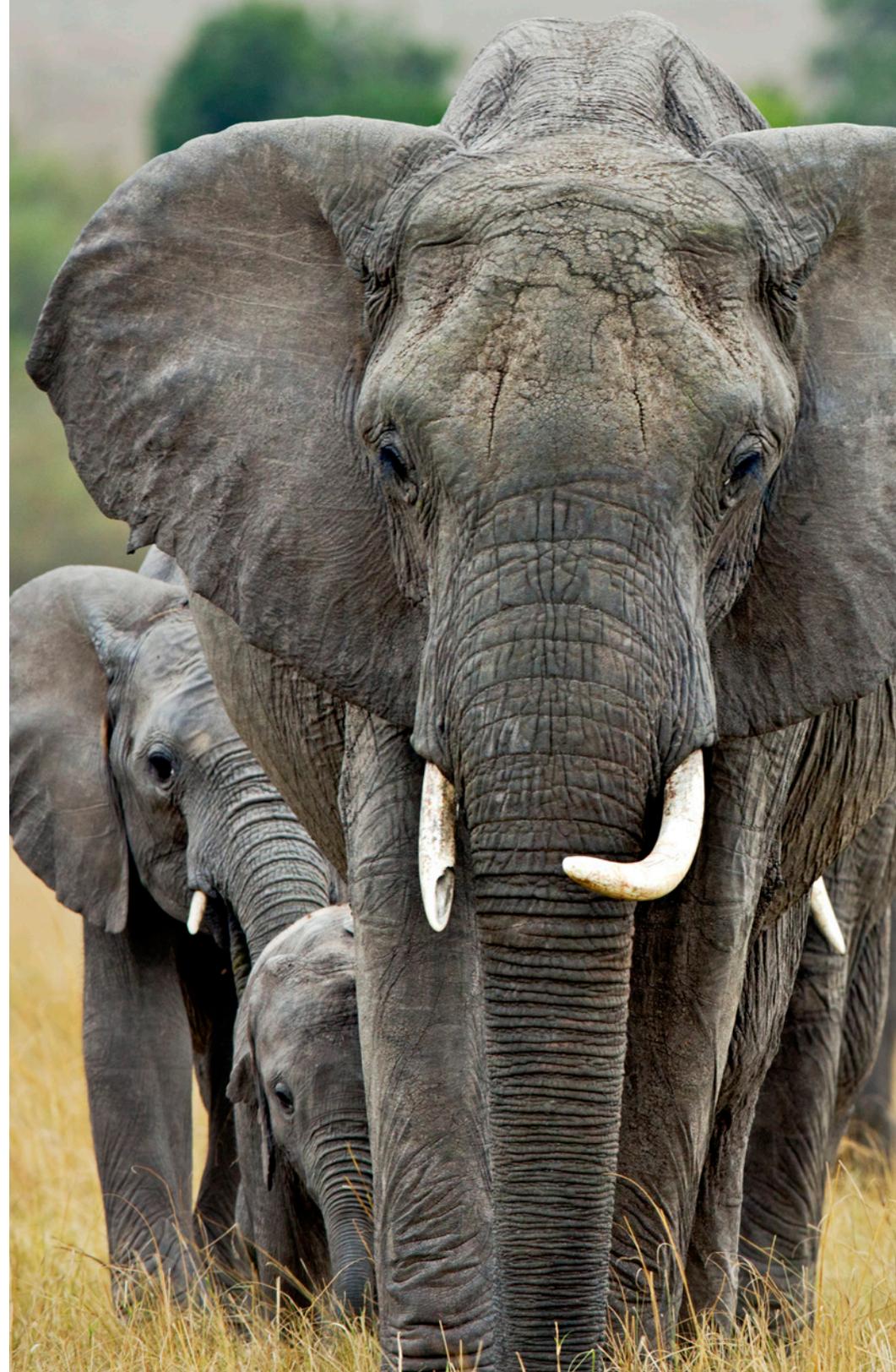
Our efforts are having an impact. The most-recent 2019 survey shows consumer demand for elephant ivory has stabilized at reduced levels from 2017 and support for the ban among Chinese nationals remains strong. While the purchase of ivory from vendors in mainland China has dropped, those who reported buying during travels have increased from 18% in 2018 to 27% of travelers in 2019—emphasizing the need for continued engagement of travelers abroad.

ELIMINATING HIGH-RISK WILDLIFE MARKETS

COVID-19 has sparked a worldwide crisis. While there is much we do not yet know about the disease, the World Health Organization has determined that COVID-19 is a zoonosis, meaning it originated from an animal and spilled over into the human population. Experts believe the initial outbreak occurred in a “wet market” in Wuhan, China where numerous species of wild and domestic animals were sold for human consumption.

Tragically, this comes as no surprise. Zoonoses can be potentially devastating fallout of wildlife trade and consumption, environmental degradation, and short-sighted policies that fail to address the realities driving these issues. By nature, WWF’s mission brings us to many of these same intersections, where wildlife and people overlap. In this critical time, our work takes on even greater urgency.

Illegal and unregulated wildlife trade is widely known to be a major threat to the conservation of ecosystems, biodiversity, and endangered species. But the risks to people are not as well known by the general public. So, in many countries, high-risk wildlife markets can be found openly selling a myriad of species side by side for human consumption, traditional medicines, and luxury products.

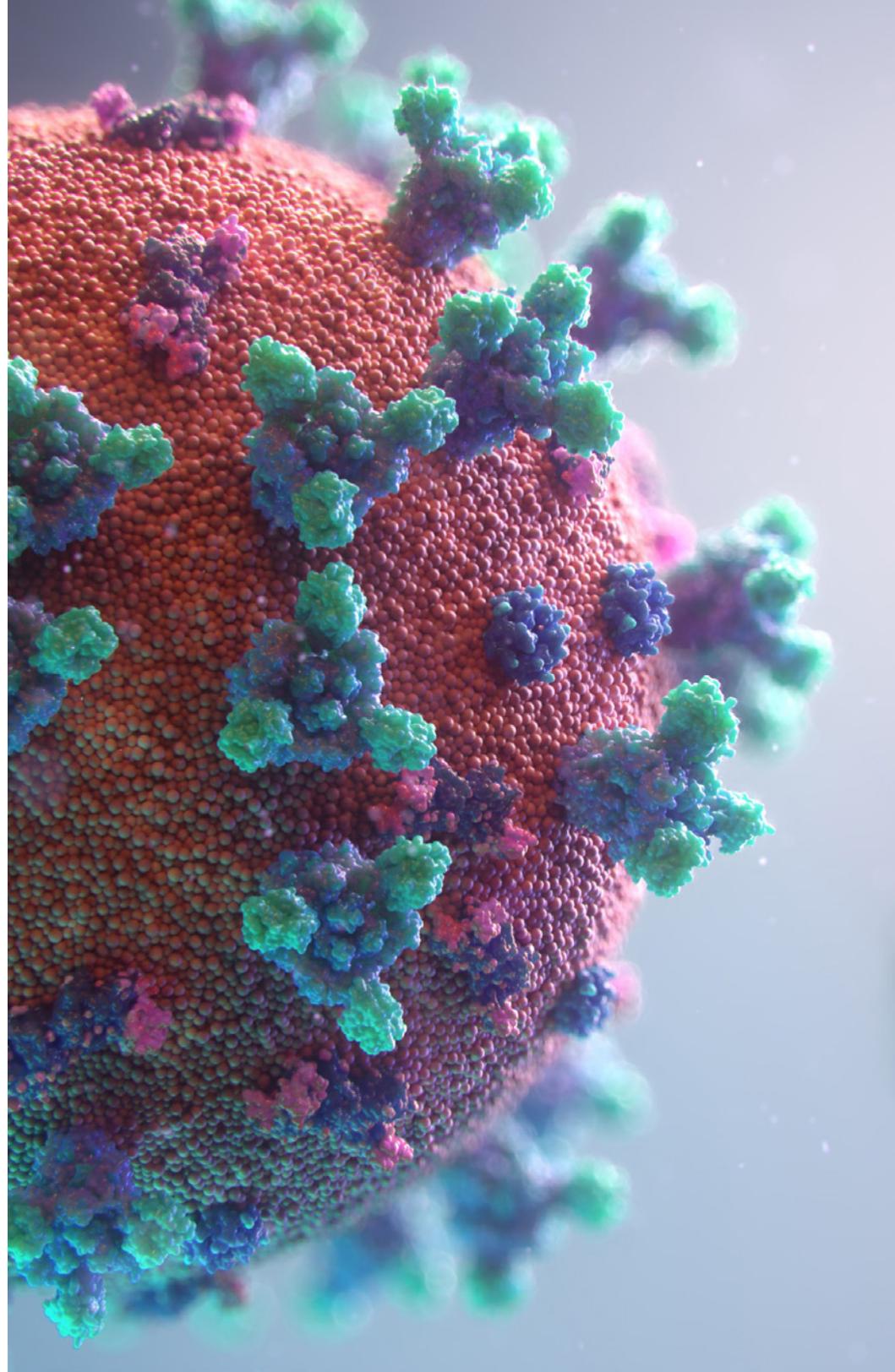


In early March 2020, WWF commissioned a study that interviewed 5,000 people in Japan, Hong Kong, Myanmar, Thailand, and Vietnam to gauge public opinion on wildlife markets, trade, and consumption.

93%
SUPPORT
ACTION

93% of respondents in the countries with active wildlife markets (Hong Kong, Myanmar, Thailand, and Vietnam) said they would support action by their government to close all illegal and unregulated markets selling wild animals.

Fortunately, the Chinese government took action after the COVID-19 outbreak to place a ban on wildlife consumption. If meaningfully enforced, the ban in China could be a game-changer. WWF urges other countries to quickly adopt similar prohibitions and regulations to reduce zoonotic disease risks and prevent future outbreaks. We are calling for urgent action to close high-risk markets and end illegal and unregulated wildlife trade that impacts biodiversity and threatens human health and our existence as we know it.



RESTORING CRITICAL WILDLIFE POPULATIONS

Protecting and restoring wildlife populations is at the core of WWF's mission. Together with our partners, we are expanding populations, protecting landscapes, restoring habitats, engaging local communities, and creating lasting change.

TIGERS

India is home to around 70% of the world's tigers. According to India's latest national tiger survey, there are now an estimated 2,967 tigers in India, up from 2,226 in 2015. The survey covered 147,259 square miles of forested habitat at 33 priority sites in 20 tiger-occupied states throughout India. This increase brings us one step closer to realizing our goal of doubling the number of tigers in the wild by 2022—an effort known as TX2. In collaboration with the 13 tiger-range countries and partners, WWF's global tiger team has been driving TX2 forward through habitat restoration, landscape protection, and community empowerment.

ELEPHANTS

In Africa, we are protecting elephants through our support of the Kavango Zambezi Transfrontier Conservation Area (KAZA). Spanning Angola, Botswana, Namibia, Zambia, and Zimbabwe, KAZA contains approximately 40% of Africa's elephant population and has emerged as one of the most important remaining strongholds for elephants in the world. Elephants and other wildlife depend on corridors to move freely across KAZA. Key corridors, called wildlife dispersal areas, spur healthy species population growth and distribute wildlife-dependent economic benefits to people throughout the region. Satellite tracking of a collared bull elephant confirmed new wildlife corridors between the Silwana Complex in Namibia and Kafue National Park in Zambia. The bull traveled over 1,000 km from northwest Botswana to Zambia and back. If these corridors receive formal recognition, they will be protected from incompatible forms of land-use and further contribute to thriving elephant populations.

CAPTIVE TIGERS IN THE US

While roughly 3,900 tigers remain in the wild, an estimated 5,000 tigers live in captivity in the US. Only about 6% of these captive tigers reside in accredited zoos—the rest are privately owned. In April 2016, the US government tightened regulations around captive tigers under the Endangered Species Act, making it more difficult for these animals to filter into and bolster the illegal wildlife trade. More than 450,000 WWF supporters called on the US government to implement these new federal rules. But we need to do more. WWF and its supporters are urging Congress to act to ensure greater security for US captive tigers by passing the Big Cat Public Safety Act, which would help ensure that the US does its part in the fight against illegal tiger trade.

To learn more about how you can help, visit worldwildlife.org/BigCatPublicSafetyAct.



In Asia, more than 200 government rangers are now protecting elephants in previously unprotected Myanmar wilderness areas, thanks to the Voices for Momos campaign established in November 2017 to bring awareness to the plight of elephants in Myanmar. The campaign, now called Voices for Wildlife, has enabled significant, in-situ protections for elephants through increased government ranger capacity, 18 camps in poaching hotspots, and important training workshops.

RHINOS

Once numbering more than 500,000, as few as 29,000 rhinos now roam Africa and Asia. Yet, with your help, rhino conservation has gained traction and populations are on the rebound. WWF supports the recovery of black, greater one-horned, Javan, and Sumatran rhinos by securing and protecting priority habitat and establishing new populations through translocations. Northwest Namibia recently celebrated more than 18 months of zero black rhino poaching. Namibia is home to a robust communal conservancy system, which links conservation to community growth through sustainable use of natural resources. Many conservancy members played a significant role in preventing poaching by thwarting would-be poachers.

BISON

500 years ago, tens of millions of plains bison inhabited North America, from southern Canada to northern Mexico, with the Great Plains as their center of abundance. Bison were once the dominant grazer on the Great Plains, deeply impacting the pattern and structure of grasses and vegetation.

We recently celebrated the official opening of a new 22,553-acre bison habitat in Badlands National Park. This brings the total area of bison habitat within the park to 80,193 acres, enough to sustain 1,000 animals. After Yellowstone, the Badlands National Park herd is now the National Park System's second largest bison herd. WWF played an integral role in this habitat expansion, beginning with a critical land exchange that removed a private inholding and created a corridor between the new habitat and the existing range.



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THANK YOU

Thanks to your commitment, we are protecting tigers, elephants, rhinos, bison, and many more species around the world. By protecting these vulnerable species, we are also supporting the people who rely on natural resources for economic survival and rally their communities to protect and advocate for these magnificent creatures.

Thank you for making this work possible.

