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pulse

Stopping Wildlife Crime





pulse

the heart of conservation

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COVER PHOTO: Ivory confiscated from the illegal trade is burned in Libreville, Gabon
© WWF-Canon/Carlos Drews

THIS PAGE: White rhinoceros with calf, Lake Nakuru National Park, Kenya © Martin Harvey/WWF-Canon
PAGE 24/INSIDE COVER: Bengal tigress with cubs, Bandhavgarh NP, India © E.A. Kuttapan/naturepl.com
BACK COVER: African elephant, Ngorongoro Crater, Tanzania © Mitsuki Iwago/Minden Pictures

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FROM THE PRESIDENT

Rule of Law



A catastrophic explosion in illegal wildlife trade threatens to roll back decades of conservation progress.

In May of this year soldiers in Cameroon discovered the rotting carcasses of more than 300 elephants in Bouba N'Djida National Park. Poachers traveled hundreds of miles on horseback to stalk the elephants and slaughter them for their ivory tusks. Last year these same horsemen likely led another highly organized massacre of some 500 elephants in the same park.

As global demand for ivory, rhino horns and other animal parts skyrockets, we're witnessing a catastrophic explosion in illegal wildlife trade that threatens to roll back decades of conservation progress.

Numbers tell the story. Last year, elephant poaching reached its highest level in more than a decade—an estimated 25,000 were killed for their ivory. Poaching also threatens the last wild tigers, which number as few as 3,200: At least 1,000 tigers were poached for illegal trade from 2000 to 2010, according to a TRAFFIC analysis of tiger parts confiscated by enforcement officials during that time period. And rhino poaching in South Africa increased 3,000 percent from 2007 to 2011. With an estimated annual value of \$10 billion, wildlife stands as the fifth-largest illegal trade in the world.

At WWF we work to inspire people to care for, and about, nature. We seek to embed the value of nature in everything we do—from supporting community-based conservation, to the way the World Bank designs infrastructure projects,

to the way corporations think about their supply chains. But truthfully, we cannot sustain this work if governments don't reinforce these values, and if they aren't willing or able to enforce laws and root out corruption from within.

So increasingly we design solutions and provide tools that facilitate the rule of law. In the case of wildlife crime, that means funding antipoaching brigades, assisting with enforcement efforts, helping governments comply with international wildlife trade regulations and more.

WWF just launched a global campaign to draw attention to the epidemic of wildlife crime. This work is baked into our DNA (we were founded in 1961 to mount a campaign to save black rhinos from extinction)—but our campaign to combat illegal wildlife trade also serves as a reminder that conservation is an ever-evolving discipline.

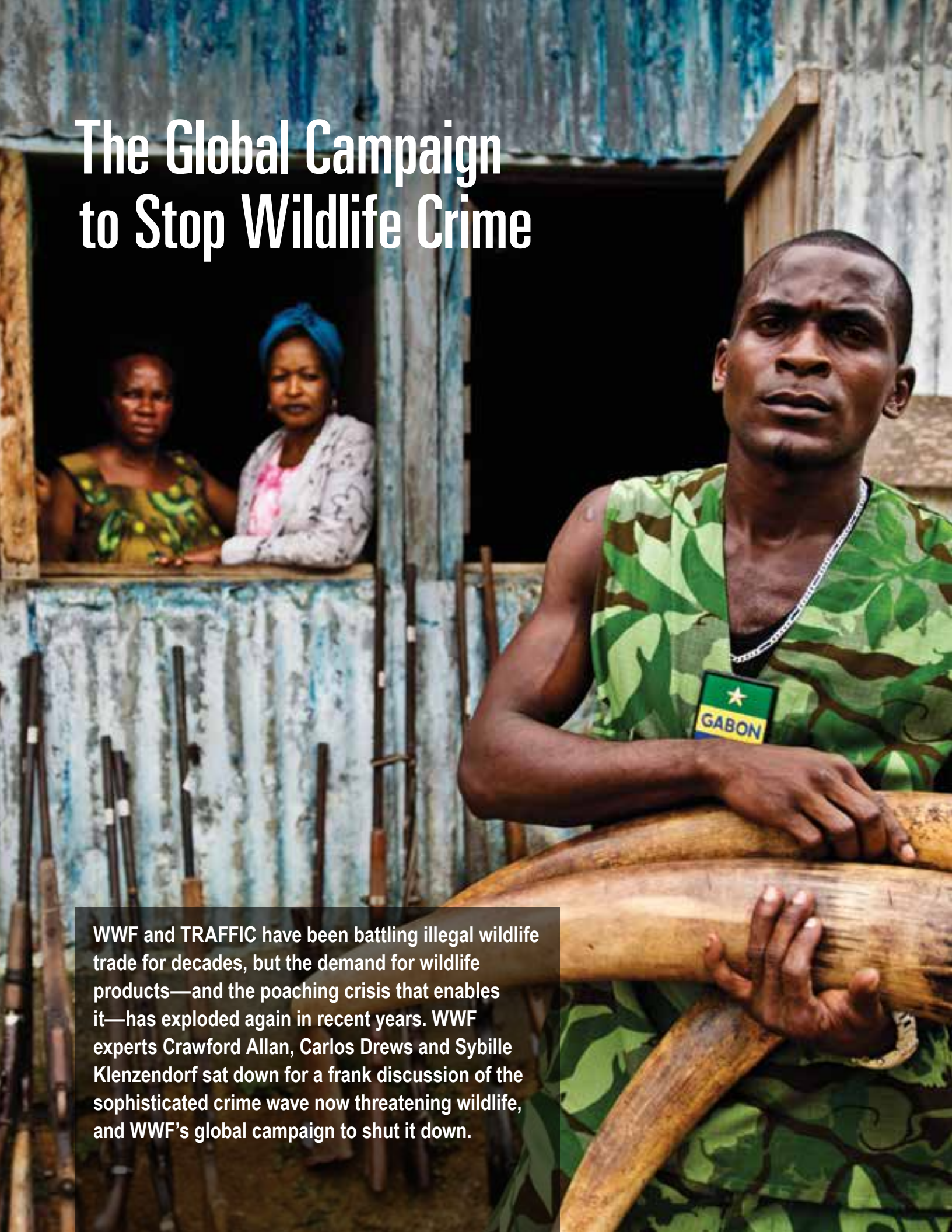
Fifty years ago WWF's black rhino campaign utilized sensational advertisements and citizen fundraising. The money raised purchased signs, ranger uniforms and boots on the ground. Now we're harnessing the most cutting-edge technology—from night-vision cameras to intelligence-gathering software—to mount a modern-day campaign that complements the manpower of thousands of rangers and informants on the ground.

But despite the evolution of our approach, two constants remain. First, we must speak for these awe-inspiring creatures who can't speak for themselves. And second, we can't win without your support. Please visit worldwildlife.org/wildlifecrime to learn how you can help.


A handwritten signature in black ink, appearing to read 'Carter Roberts'.

Carter S. Roberts
President & CEO

The Global Campaign to Stop Wildlife Crime



WWF and TRAFFIC have been battling illegal wildlife trade for decades, but the demand for wildlife products—and the poaching crisis that enables it—has exploded again in recent years. WWF experts Crawford Allan, Carlos Drews and Sybille Klenzendorf sat down for a frank discussion of the sophisticated crime wave now threatening wildlife, and WWF's global campaign to shut it down.



Over the last half of the 20th century, WWF and the world's conservation community scored some heartening victories in the war against illegal wildlife trade. Selected populations of elephants, rhinos and tigers, once reeling under lethal assault for their tusks and horns and body parts, made remarkable comebacks with the help of tougher laws, consistent investment and vigilance, and unsung heroes who bravely stood up to poachers.

But with the rapid rise in Asian affluence, an expanding transportation infrastructure, and the warp speed of unregulated Internet commerce, the demand for wildlife has escalated on frightening new trajectories, threatening to undo nearly half a century of conservation gains. The criminals have upped the ante, but WWF and our fellow wildlife champions are mounting a campaign to once again beat them at their deadly game.

CARLOS DREWS: The story to begin with is a success story. White rhinos in Africa, for example, were on the verge of extinction in the 1890s. There were less than 100 left on the continent. But today we have close to 20,000. Black rhinos, over the last two decades, have bounced back from about 2,500 to 4,700 plus. And since the global ban on ivory in the 1980s, we've seen African elephant numbers recover from about 500,000 to between 650,000 and 750,000.

SYBILLE KLENZENDORF: We've seen similar recoveries in Asia. In the early 1940s, Amur—or Siberian—tiger numbers had dropped to about 40. But the Soviet government paid attention—and, after the fall of the USSR, WWF and other NGOs joined in. Together we turned it around: Today there are about 450 individuals.

CRAWFORD ALLAN: You're right. We have seen some dramatic turnarounds through the right recipe of policy interventions, stronger enforcement, demand reduction, and working with local communities. In the case of the trade in tigers and rhinos, WWF was absolutely instrumental in putting pressure on the main consuming markets of tiger and rhino parts in the early 1990s. And this led to an initiative by the U.S. government to threaten trade sanctions against China, Taiwan, Yemen and South Korea. China responded by actually imposing a domestic trade ban on rhinos and tigers in 1993, sending a shockwave across the community responsible for consuming this wildlife.

And that's what we're talking about here with this campaign. We need to find new recipes right now, before it's too late.



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Director, Global Species Programme,
WWF



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CRAWFORD ALLAN
Director, TRAFFIC North America,
WWF



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SYBILLE KLENZENDORF
Managing Director, Species Conservation
Program, WWF

CARLOS: So much is changing. What we're seeing today is a renewed and more sophisticated assault on valuable, charismatic species. In 2007, we lost only 14 rhinos in South Africa, but 448 were killed last year. This means that as early as 2013, we may actually go into a mode where the white rhino population is again in decline, and we could lose 50 years of conservation effort and recovery. And for elephants, we now see a sort of ivory holocaust on forest elephants in Central Africa that rivals the devastation that their savanna cousins went through last century.

SYBILLE: Well, we have a new driver of the demand. It's not so much the medicinal part, but the luxury- and status-symbol drive. The display of ivory that we had in the western cultures as a status symbol in the last century is now really taking off with the newfound wealth in Asia.

CARLOS: The culture of gifting in China is particularly important in the business sector, and it's really embedded in Chinese culture. When you visit someone you bring a little gift. The problem is that these "gifts" increasingly include very expensive ivory carvings or a tiger rug or a bottle of tiger bone wine. So it is from a cultural point of view that we need to tackle demand.

CRAWFORD: The first task is trend-spotting. We've got to spot new trends before they're out of control. For example, a surreal market has been developed by criminal networks in Vietnam who suddenly claimed that rhino horn would cure cancer. It was clearly a case of people involved in the trade



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PREVIOUS SPREAD

Mba Ndong Marius, a Parcs Gabon Eco Guard, displays seized poached elephant tusks and weapons. On June 27, 2012, Gabon burned its entire stockpile of confiscated ivory to send a message that the country would not tolerate poaching.

ABOVE Rangers patrol remote areas via boat in Tubbataha Reefs Natural Park in the Philippines. Turtles, corals and reef fish are often poached for the wildlife trade.

LEFT TOP Wildlife Crime is decimating tiger, elephant and rhino populations in Africa and Asia. In India, a legacy of historic protections is being combined with new commitments to offer hope for Bengal tigers like this one in Bandhavgarh National Park.

LEFT BOTTOM Sometimes wildlife must be relocated to escape the threat of poaching. Here, a black rhino begins to awaken to its new home. Dr. Jacques Flamand, leader of the WWF Black Rhino Range Expansion Project in South Africa, will move to safety before the rhino becomes alert.

thinking “how can we sell people something they are willing to pay any amount of money for?” And what they’re willing to pay any amount of money for is the gift of life. The cartels are preying on the most desperate people—people who are suffering from cancer. We need to be aware of those sorts of trends emerging, because like a cruise liner it takes a long time to turn the issue around.

SYBILLE: It’s really interesting how fast that myth has spread throughout Asia. Everybody is connected through the Internet, through Facebook. These criminal gangs are disseminating that information virally. We have to do the same, reaching millions of people through our campaign, to stem that myth with the same kind of vigor as the criminal minds do within Asia.

CARLOS: We’re talking here something on the order of \$7 billion to \$10 billion per year that are mobilized through illegal wildlife trade. The criminal gangs have become more and more sophisticated. And it’s gone beyond just organized crime per se. In Central Africa, for example, it appears to be associated with insurgencies that have threatened the sovereignty of entire countries

like Cameroon. Elephant poaching and illegal ivory trade seem to have become the source of funding for rebel groups in the Democratic Republic of Congo, and in Sudan.

This is the point that the campaign is making, that wildlife crime needs to be taken more seriously than it has been before. It has to be recognized as a criminal act that goes beyond the concern of the Ministry of the Environment and is taken up by the Ministry of the Interior, the Ministry of Defense and Foreign Affairs.

SYBILLE: We need to make wildlife crime punishable just like the arms trade or the drug trade or human trafficking. This is not the case right now. Like in the case that just happened in New York City where they caught people trading illegal ivory.

CRAWFORD: It was ridiculous. Two million dollars worth of illicit ivory was seized by law enforcement from two antique stores in New York City, and the penalty was less than \$55,000 each, which as you can imagine is just the cost of doing business. It’s no risk at all.

“The political will is absolutely central to our new way of approaching the challenge of poaching and illegal trafficking at the scale that we see today.” **CARLOS DREWS**



You can find any number of auction and fashion websites in the U.S. where you can buy ivory, some of which we are confident has been smuggled from Africa and China. Yet anybody can buy it and they think it's legal because it's from this nice, glossy, fashion website. It's surprising that high-end antique stores in Manhattan are the face nowadays of illegal wildlife trade around the world. It's boutiques in Beijing too. This isn't about poverty anymore. This new surge of wildlife crime is about wealth and it's about greed and it's about organized crime.

SYBILLE: Right. Fifty years ago, poaching incidents were on a small scale, and the opponents were basically the local poacher and ranger. Today, we have these criminal gangs flying into protected areas with helicopters and night-vision goggles and automatic weapons, outgunning the local ranger. People and wildlife are getting killed in the cross fire. These are organized gangs, and sometimes even insurgents and terrorists. In any other situation the country's response would be a military response. This cannot be addressed

by just park rangers who are under-equipped and underpaid.

CARLOS: The political will is absolutely central to our new way of approaching the challenge of poaching and illegal trafficking at the scale that we see today. Only a month or so ago I attended the ivory burn in Gabon, where President Ali Bongo decided to burn all the confiscated ivory in the country. He put it together into a pile of about 4.8 tons—over 17,700 pieces of carved ivory were in there and on the order of 1,200 tusks, amounting to what could have been some 850 dead elephants. And when all that went up in flames, President Bongo was making a statement about zero tolerance for poaching in his country and his commitment against wildlife crime.

SYBILLE: Yes, and we also see other countries really stepping up in fighting this problem. In South Africa, for example, a rhino poacher was caught and convicted to 15 years in prison. That kind of action will hopefully be a powerful deterrent.



ABOVE Slices of rhino horn for sale in a Kyoto store, Honshu Island, Japan. The purchase of rhino and elephant parts that have been trafficked from Africa to Asia is a major driver of wildlife crime.

LEFT Press and media swarm President Ali Bongo during Gabon's ivory burn in June. Bongo ordered the destruction of the government's stockpile of seized ivory to signal the country's renewed commitment to fighting wildlife crime. WWF and TRAFFIC helped Gabon audit the collection beforehand, to ensure that all of the ivory was accounted for and none had leaked into illegal trade.



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ABOVE Despite making great strides with the traditional medicine community, WWF is still fighting a cultural interest in Chinese medicines containing tiger and rhino parts. These illegal products were confiscated by the U.S. Fish and Wildlife Service at Los Angeles International Airport.

BELOW RIGHT During a WWF-led training, Army personnel learn how to launch and monitor unmanned aerial vehicles. UAVs can record still or video images of wildlife and poachers on the ground from as high 650 feet.

Another big focus of our campaign right now is to illustrate that wildlife crime also undermines national security. It finances terrorism. And a lot of these organizations are also involved in illegal logging that undermines the tax revenue of the country. So it's not to say you should be fighting wildlife crime just because it's nice to have pretty animals, but because it affects the security of your country.

CRAWFORD: It's true. I've been working on this issue since 1993. And I would sit down with the head of customs in an Asian country, for example, and explain to him why they needed stronger efforts because there was a flow of tiger bone entering the country.

Back then, these officials would look at me and just laugh, and say, "You can't be serious. Tiger bone? This is not a priority compared to all the problems we have with counterfeiting and all these other serious crimes, drug smuggling and the like."

But now we're finding that many of these law enforcement agencies are finally waking up to the problem. Wildlife crime is basically theft of the sovereign resources of the people and the government of the country. Wildlife is thought of by criminals simply as another natural resource to exploit, yet unlike timber or gold, wildlife are mobile, moving targets. Law enforcement and governments are quick to react to theft of many natural resources, but strangely with wildlife they have been reticent—often because they were not yet tuned into wildlife's true value.

CARLOS: We've got international institutions out there that are really starting to drive action. Agencies like Interpol [the international police organization which incorporates law enforcement from 190 different countries] may do a series of coordinated raids. They raid in eight countries at once, all on ivory trade, and they do a clean sweep. It's quite effective, and we're in dialogues now to determine how we can best share our



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expertise and resources to help them do their job better.

CRAWFORD: I can give you an example. A woman works for the wildlife trade program of WWF called TRAFFIC, based in China. I can only refer to her by her nickname, Rabbit. Now, she is called Rabbit because she works on investigations looking for illegal wildlife trade, and she's learned to run fast. She goes into the market and monitors for things like ivory trade, rhino horn trade, tiger skin trade. She infiltrates these networks and identifies where the activities are taking place.

Then, she goes to the local law enforcement agency and shows them where the ivory is. And they'll gather intelligence to do a series of raids, which is what they did in April this year. They mobilized 100,000 law enforcers within one month and they swept out 7,000 retail outlets that were selling illegal wildlife. Closed them down. They closed down over 630 Internet sites that were trading illegally in wildlife. They seized a couple of tons of ivory. They seized more than 130,000 wild animals in just one sweep across the country, the largest ever series of raids in the world, some of which were using information from Rabbit.

CARLOS: We need to see more of that. You see, poaching has always been a low risk/high profit business, and it's that equation we need to change. The wildlife trade channels are exactly the same channels that are used by the illegal traders of timber—and by the illegal traders of anything else for that matter. The environmental agenda and the wildlife conservation agenda are not detached from the development agenda at all, but must work in synchrony with it and be an integral part of sustainable development thinking.

CRAWFORD: One of the things to consider is that we're holding up these three species—rhinos, elephants and tigers—as the top priorities because



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“Wildlife crime is basically theft of the sovereign resources of the people and the government of the country. Wildlife is thought of by criminals simply as another natural resource to exploit.”

CRAWFORD ALLAN



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ABOVE Squirrel monkeys have long been hunted and captured for the pet trade. As criminal cartels escalate the trade, their exploitation of wildlife expands geographically. Some consider South America, where squirrel monkeys live, to be a new frontier for illegal wildlife crime.

LEFT TOP Green-winged macaws feed on minerals at a river bank in Amazonia, Peru. While many tropical birds are now captive-bred, wild individuals are still being captured and illegally sold.

LEFT BOTTOM Both corals and the fish that depend on them are threatened by poaching. Fish are taken for the live fish trade as well as for food, while corals, like these in Fiji, are harvested for the aquarium, jewelry and curio trades.

they're suffering so badly. But there is also this other scale of illegal trade that is going on, be it for pet trade, fashion, for meat, for medicine or whatever, and it is happening everywhere. We've seen some parts of the world really being ravaged, where whatever crawls and creeps around is being pulled out of the forest—to the extent that in some places you just can't find any critters. You can't even hear a cricket. It's quite devastating.

It really has become a growing crisis with the rise of Asian wealth and consumer demand. In fact Southeast Asia is pretty devoid of a lot of the species that are in demand now because they have all been captured and shipped out. So the poachers and traders move on. Where's the next place? Well, Africa ... that's the next place. And Latin America after that. If you talk to the traders and you talk to the poachers they'll say, "Well, we'll poach these until they are gone and then we'll find something else."

SYBILLE: Or here in the U.S. We are one of the main consumers of coral and fish for the aquarium trade, or reptiles and things like that for the pet trade, and surprisingly some of that business is still illegal. Combined with large-scale, unsustainable trade, U.S. consumption has a big footprint on wildlife species, too.

CRAWFORD: Right. We need people to realize that individuals can actually do a lot. They need to ask questions when they buy things. If you go to your local pet store, start asking questions: "Where did these animals come from? Are they being sustainably harvested?" And if they don't give you convincing answers, you don't buy it. Because sometimes trade can be perfectly legal but very unsustainable. And you need to understand what impact you're having on the world and on wildlife.

Look, for instance, at the impact of invasive species. In the Florida Everglades, breeding

populations of very large boa and python species—most likely escaped or abandoned pets—are eating up all the native wildlife. We're seeing disease transmission too. SARS evolved out of the Chinese wildlife market, through contact with live civet cats that were being brought into the country by the thousands for the meat trade. And SARS leapt from those wild animals to the human population.

CARLOS: But there is so much good happening as well! CITES—the Convention on International Trade in Endangered Species—is one of the very few international agreements with teeth. That means there are trade sanctions that can be recommended to the parties and countries that do not comply with the resolutions. At the recent standing committee meeting of CITES, there were seven countries—identified in a report by WWF and TRAFFIC—that were flagged as requiring trade sanctions unless they come back with concrete steps towards getting their acts together.

From that meeting, Thailand was tasked to come back with a clear proposition on how they intend to change their legislation on the domestic trade of elephant, such that it no longer constitutes the largest loophole for ivory trade in Asia. Trading with ivories from domesticated elephants within Thailand is legal according to Thai legislation. But there is no way for people to identify an ivory tusk of domestic origin as opposed to one from the wild. Citizens of the U.S. and Europe who travel to Thailand are encouraged by WWF to refrain from buying any ivory there, because we don't want to support a system where laundering of illegally sourced ivory is the rule.

CRAWFORD: There's also TRAFFIC. We're developing a system of wildlife trafficking information analysis to supplement and support law enforcement efforts. The system is helping us look at trends from the source to the market so that we can develop new ways to map trade routes





“We need to make wildlife crime punishable just like the arms trade or the drug trade or human trafficking. This is not the case right now.”

SYBILLE KLENZENDORF



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ABOVE Two convicted elephant poachers are handcuffed at the jail in Oyem, Gabon. Elephant poaching carries a short sentence, but WWF is working to increase penalties for the crime.

LEFT A WWF snow leopard antipoaching brigade patrols Turgen Reserve against the backdrop of the Tsagaan Mountains. In Mongolia, snow leopards are culturally revered, but also killed for their still-valuable fur.

and target criminal networks. These are the same kind of intelligence data systems that law enforcement and military use. And we are providing these intelligence packages to law enforcement to help direct their efforts.

We are actually thinking about using unmanned aerial vehicles. The most sophisticated have systems that can detect the difference between someone carrying a walking stick or a rifle in the middle of the night from two miles away. In theory, if you caught the poachers coming away from the kill with their rhino horn, you could actually follow them to where the middlemen are. And you could then put up surveillance and track where the middlemen come and go, and eventually crack the whole trade chain.

CARLOS: My hope is that by the end of this campaign the world will consider wildlife crime as a serious crime.

CRAWFORD: And we'll have to apply the necessary resources to treat it as such. The blood, sweat and tears, and the loss of life to protect these animals, ultimately will be for nothing unless we carry on the fight.

SYBILLE: In my conversations with government officials and communities where we work, it is abundantly clear that, for them, it's not a luxury to have wildlife. These megafauna we preserve may need a lot of space, but with that space come other ecological services, such as water or timber products. A former poacher in Cambodia once told me, “Yes, I killed 20 tigers myself and I made a living off of it. But now all the animals have gone, the forest is quiet. And with that has gone our livelihood over the long term.”

CRAWFORD: That's the thing—we have to get over the idea that conservation can ever be done with. There are new threats coming all the time. So we need the world to know the Panda has teeth!

CARLOS: We do. That's what this campaign is all about: making a statement, loud and clear, that the traffickers are on notice—that we are on the case. We have already shown we can meet those threats. In addition to ramping up our species protection efforts in the field, the Stop Wildlife Crime campaign will tackle the issues in a bigger way: The entire WWF network, with offices around the world, is rallying their members and calling on their respective governments to tackle the crisis.

We're also asking justice ministers to endorse stronger penalties and prosecution for wildlife crime; we're urging finance ministries to employ the same tactics they use against money launderers; and we're educating customs and law enforcement on why wildlife crime should be taken as seriously as other illicit trafficking.

CRAWFORD: We are working to shut down the ivory markets that still thrive openly in some countries. We're aiming at the highest level of commitment—from heads of state—to launch new regional wildlife law enforcement pacts, to engage corporate partners to stand up against wildlife crime, and to push for sanctions against countries that don't enforce international law.

I remember what happened to the trade in tiger and rhino parts in the early 1990s, when WWF's vigilance led to the crackdown on offending countries: We saw a steep decline in actual demand over the next five-to-ten years. That was a staggering result. That shows that with the right interventions at the right time, we've got hope for the future. This campaign represents that hope.

SYBILLE: Yes. The bad news is that these animals can be exterminated quickly. The good news is that we can turn the situation around when we put our best minds to it. And that's what we're doing right now. ■

A close-up photograph of a tiger swimming in a river. The tiger's head is in the foreground, looking directly at the camera with a calm expression. Its orange fur with black stripes is wet and glistening. The water is turbulent, with white foam and splashes around the tiger's head. The background is a blurred green, suggesting a natural habitat.

For Our Tigers, Keeping 'Datuk' Alive

Abeng, whose formal name is Osmantri, has lived on the island of Sumatra his whole life. That culture, and the beliefs of the people he works with, fuel his passion to save tigers every day.

FROM THE FIELD by Abeng

I was born and raised in a land of tigers. Here on the Indonesian island of Sumatra, the tiger was traditionally respected as an animal of great power and magic. But today many see the tiger only as a means of making money, worth more dead than alive. I'm 42 years old—old enough to remember when many tigers still roamed the forests, but young enough to know that if we don't act now I could live long enough to see the last Sumatran tiger die from a poacher's snare or bullet. And that is why I now devote myself to saving Sumatra's tigers.

Because I am coordinator for WWF's Tiger Protection Units in Sumatra's Riau Province, my "office" for much of the year is the tropical forest. Sumatra is one of the world's richest islands of life: We have a long list of plants found nowhere else on Earth; we have 580 species of birds and 200 species of mammals. But our island's wealth of diversity is threatened. Over the last 30 years we have lost half of our forest, much of it to plantations of oil palm and acacia. And four of our signature species—the Sumatran rhino, the Sumatran orangutan, the Sumatran elephant and the Sumatran tiger—are critically endangered.

There may be fewer than 400 Sumatran tigers left. In the Tesso Nilo–Bukit Tigapuluh landscape of Riau, our camera traps have identified 47 of them. And our Tiger Protection Units are fighting to save every one. Our small team—I lead a staff of only 10 people—patrols key habitats and collects data on illegal trade by identifying shops that sell tiger parts, investigating trafficking routes, and identifying the players in this deadly game. We're sharing our data with local authorities and urging them to pursue the poachers and traffickers.

As the only on-the-ground antipoaching group in Riau, we face some limits—but we pride ourselves

on our accomplishments. In 2006, at the height of the poaching spree, we confiscated up to 70 snares in a month. By 2009, those numbers had dropped to a mere handful.

But we know that in places where WWF is not yet working, the killing continues. Data from our WWF collaborators at TRAFFIC show that at



Abeng

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© WWF-INDONESIA/TIGER SURVEY TEAM

“Neither my generation, nor my children’s generation, will find health or happiness by killing Sumatra’s last tigers, but rather by embracing them as our own.” **ABENG**

least 66 Sumatran tigers have been killed in recent years—more than half taken from protected areas. And we know that our enemies are determined and dangerous. A poacher once called me on my phone. He said, “This is a warning for you. I know you are investigating my activities. If you continue, I will get you.” I just smiled and said to myself, “As you are hunting me, I will hunt you back.”

Ironically, one measure of my success is that I am no longer free to chase the poachers as I once did. My face has become too familiar for me to continue operating undercover. So now I coordinate the patrol teams in Riau to keep our protected areas free of snares and illegal logging. Instead of catching traffickers myself, I help my patrol teams and monitor wildlife trade cases in court to ensure that the perpetrators get the maximum sentence. And after 18 years of conservation work with WWF, I especially value the strides I’ve made with the villagers, who are sometimes part of the problem but can also be part of the solution.

More tigers are killed by villagers’ snares than by hunters’ guns, but not all are killed on purpose. In many cases, the snares are actually set to catch wild boar. That means that we can save more Sumatran tigers by raising awareness in communities that live among tigers. I try to help them see that our tigers have as much right to be here as the indigenous people who have lived in these forests for generations.





ABOVE The presence of a tiger is often identified through camera trap images or through scat, markings or pawprints they leave behind. Here, a rough sketch of tiger paws in Tesso Nilo National Park is recorded with data about location and time.

LEFT A camera trap is installed in Tesso Nilo.

BOTTOM LEFT Abeng (right) talks to fellow tiger patrol unit members in Tesso Nilo. When on patrol, rangers act as careful observers in order to gather evidence of tiger presence and of threats to their welfare.

RIGHT Patrol trips require extensive travel, often via a combination of cars, trucks, motorcycles and boats. The patrols, which can last 20 days or more, always require significant trekking by foot as well.

And sometimes it is they who help me to see. Once I was walking in the jungle with the Talang Mamak, the tribal people of the Bukit Tigapuluh forest. Just then the forest shook with a hair-raising roar.

“Is that a tiger?” I asked.

“Do not call it ‘tiger,’” they admonished me.

“Call it ‘datuk.’”

“Datuk” is their word for respect. Finally I understood. They do not feel frightened or shocked by the tiger’s roar. They believe that if we don’t disturb the tiger, the tiger will not disturb us. They respect the tiger as a god that guards their forest.

These days I work to keep the philosophy of “datuk” alive, while reminding myself and others that the threats to our tigers’ future are very real. Sumatra is the last island with its own special kind of tiger. Not so long ago, our neighboring islands of Java and Bali had their own tigers, too. But their forests were cleared for crops and timber, and their tigers were hunted relentlessly for their skins and teeth and bones. Now they are gone. And I believe their people are poorer for the loss.

I do not wish such a future for my island or for my family. We need a massive crackdown on poaching

and trafficking if we are to save our tiger. That is why I work to stop the killing and to help my fellow Sumatrans—and the world—to realize what they are destroying. My own grandfather, with one of his final wishes, asked me for the skin from the forehead of a tiger, to bring him wisdom. If I had wanted to I could have given him a whole tiger, but I didn’t. I told him there was no truth to the myth that possessing a tiger part makes one wiser. I told him my job was to protect the tiger and its habitat for our own natural balance.

And eventually he understood. Because the tiger of his generation—the tiger once believed to be eternal—is now in danger of disappearing forever. Neither my generation, nor my children’s generation, will find health or happiness by killing Sumatra’s last tigers, but rather by embracing them as our own. ■

Abeng is coordinator of the Tiger Protection Unit with WWF-Indonesia.





Sea of Cortez,
Baja California, Mexico

Global Action



We are strategically focusing on conserving critical places and species while also working to reduce humanity's ecological footprint. Here are some highlights of WWF's recent successes made possible by your support.

SPECIES

HALTING A MEXICAN MEGA-DEVELOPMENT TO PROTECT MARINE MAMMALS

The Gulf of California stretches for more than 900 miles and harbors endangered marine turtles and one-third of the world's marine mammal species, including the vaquita porpoise. It is also home to more than 170 seabird species and more than 900 different species of fish. This spectacular diversity, which has thrived under existing protections, was recently threatened by plans to build the Cabo Cortes Resort—a development that would have included thousands of hotel rooms, multiple marinas and golf courses—near the Cabo Pulmo Marine Park. A UNESCO World Heritage site, the Cabo Pulmo Marine Park contains one of Mexico's most pristine reef systems.

Spurred by efforts that included a WWF petition with nearly 13,000 signatures from people expressing concern over the proposed development, Mexico's President Felipe Calderón cancelled authorization for the project this summer. WWF is now prepared to work with the Mexican government, the private sector and local communities to develop a sustainable tourism model that promotes social and economic well-being while also protecting this vital and fragile natural treasure. However, threats to the Cabo Pulmo Marine Park continue and WWF pledges to remain vigilant against new pressures on this valuable ecosystem.



Female tiger, Ranthambore National Park, India

© MICHEL TERRETAZ/WWF-CANON

TIGERS ON THE INCREASE IN BARDIA

An impressive 37 individual tigers were caught on camera in a three-month period in late 2011 in Nepal's Bardia National Park. The number of sightings was extremely welcome—and proof positive that achieving WWF's goal of doubling the number of tigers in the wild is attainable if current conservation efforts continue. Thirty-seven is a marked increase from the 18 tigers documented in 2009. The camera trap study—a joint effort of the government of Nepal, WWF and the National Trust for Nature Conservation—confirmed that tigers are using the Khata Corridor to move between Nepal and India. This affirms the importance of protected corridors for large mammals in the transboundary Terai Arc Landscape.

WWF designed the study with partners, providing technical and financial support for research and trainings for field staff. We also improved patrolling operations by helping to add 15 new

ranger posts in the park and by working with 12 community-based antipoaching units that put a cultural stigma on poaching and more surveillance in the park. In 2011, the antipoaching units helped to convince locals to voluntarily give up 135 guns to park authorities. More than 300 poachers and traders were arrested across Nepal in 2011 alone.

STOPPING SYLVATIC PLAGUE IN THE NORTHERN GREAT PLAINS

Sylvatic plague is a devastating disease that is rapidly moving through the prairie dog colonies of the Northern Great Plains. Spread by infected fleas, sylvatic plague is highly contagious and nearly 100 percent lethal to the endangered black-footed ferret and to prairie dogs—the ferret’s primary prey. To protect both of these species, WWF is combating plague by dusting prairie dog burrows with the insecticide deltamethrin. Our monitoring data suggests that dusting is protecting prairie dog populations from the disease.

The program received a great boost when WWF secured a \$50,000 donation of deltamethrin from the Bayer Science Corporation.

In Montana, South Dakota, and Wyoming, over 15,000 acres of prairie dog colonies/black-footed ferret habitat have been dusted. Planning is also under way to begin field trials for a new plague vaccine in 2013. If successful, the vaccine could be an efficient method of protecting prairie dogs from plague and maintaining their beneficial impact on the entire Northern Great Plains ecosystem.

AUTHORITIES TRAINED TO CARE FOR CONFISCATED TORTOISES

Record levels of poaching of Madagascar’s radiated tortoise are threatening the survival of this endemic species. In fact, WWF estimates that hundreds

of radiated tortoises are illegally gathered each week. Local authorities are ramping up antipoaching efforts, but lack of knowledge and inadequate holding facilities result in a high mortality rate among confiscated turtles. With wild populations crashing rapidly, there is an overwhelming need to ensure that as many tortoises as possible survive. Properly cared for, these tortoises can be released back into the wild, where they can help reestablish extinct populations and bolster small populations depleted by the illegal trade.

WWF GIS Specialist Charles Huang, together with his team from Emerging Wildlife

Conservation Leaders, partnered with the Turtle Survival Alliance to plan two husbandry workshops to improve tortoise care and survival. Approximately 50 people participated, representing Madagascar National Parks, the Forestry Department, local police and local communities. Funded by WWF’s Education for Nature program, which aims to build conservation capacity in WWF’s priority places, the workshops and a husbandry manual provided authorities with comprehensive information related to species identification, key threats, domestic and international laws and husbandry protocols.



Radiated tortoise, Madagascar

© KONRAD WOTHE/MINDEN PICTURES

The workshops are expected to result in increased survival rates for confiscated tortoises and act as a catalyst to empower other groups monitoring illegal trade of radiated tortoises.

BURNING IVORY STOCKPILES IN GABON SENDS A MESSAGE

With elephant poaching for ivory at a record high in Central Africa, Gabon sent a strong message to traffickers and poachers by setting fire to its government-held ivory stockpile. Gabon's President Ali Bongo ignited the ivory pyre in Cite de Democratie in June. The total quantity of stockpiled ivory represented the deaths of 850 elephants. Because demand and prices for ivory are very high in Asia, ivory from government stockpiles can "leak out" and end up back in illegal trade. Burning the stockpile effectively eliminates the opportunity for corrupt practices or thefts.

Before the ivory burn, WWF and TRAFFIC worked with Gabon to independently audit the stockpile and to establish protocols to ensure future seized ivory is properly documented and managed. The hope is that other countries will follow Gabon's lead to make real progress in



tackling poaching and putting criminal syndicates out of business. Toward that end, WWF and TRAFFIC, with U.S. government assistance, helped Central African countries put together and sign a regional action plan to strengthen law enforcement and collaboration with international agencies and wildlife consumer countries.

PEOPLE WWF CHAMPIONS LOWER MEKONG AT KEY MINISTERIAL MEETING

WWF is recognized for our ability to work with governments to achieve significant, lasting conservation results. This year, WWF was invited to join foreign ministers, country representatives, the Asian Development Bank and others, to participate in the Second Friends of the Lower Mekong Ministerial in Cambodia, cohosted by the U.S. Department of State and the government of Cambodia.

Attended by U.S. Secretary of State Hillary Clinton, the meeting was a chance for WWF President and CEO Carter Roberts to highlight WWF's Mekong Program and the importance of looking at this complex ecosystem as a whole.

The health of the Mekong River directly affects the well-being of at least 60 million people and 25 percent of the world's freshwater fishery. Today, it is threatened by rapid economic development. WWF has worked in the Greater Mekong Region—which spans Cambodia, Laos, Myanmar, Thailand and Vietnam—for more than two decades, applying the best available science to understand its intricacy and diversity.

At the ministerial meeting, we shared our recommendations and welcomed the U.S. government's commitment of \$50 million to the Lower Mekong countries for a new environmental program

to inform infrastructure development. WWF will continue to support these countries as they work to make smart and effective long-term choices in the region.

CARE-WWF ALLIANCE IMPROVING LIVELIHOODS IN COASTAL EAST AFRICA

Agriculture is an integral part of life for communities living in much of Africa—their means of both survival and income. It is also one of the main causes of deforestation and conflicts with wildlife. For years, WWF has been working across Coastal East Africa in Kenya, Tanzania and Mozambique on addressing conservation issues and improving the livelihoods of local people who depend on natural resources.

Through our Primeiras and Segundas Program in Mozambique, WWF has worked in partnership with CARE since 2008 to improve food security and livelihoods through the expansion of

conservation agriculture. Members of Saua Saua, a community that has benefited from the program, have started multiple community farms, raising enough capital to survive even during a year of low harvests. With help from the WWF-CARE Alliance program, Saua Saua has been so successful that their organization, Okala Sana, officially became an association in 2011.

In recognition of their entrepreneurial potential, the government of Mozambique provided them with 100,000 meticais (about \$3,700) to help expand their endeavors and better develop the initiatives they had put into motion. They used the money to buy four cows, 50 sacks of groundnuts, different varieties of seeds, and a bicycle to help them to take their crops to market. Okala Sana is just one example of how the CARE-WWF Alliance is working to improve livelihoods and the sustainable use of natural resources.

ENGAGING COMMUNITIES, EMPOWERING WOMEN IN NEPAL

It is an unlikely image: a squad of women patrolling for poachers in the Makwanpur forest in Nepal. Yet thanks to WWF's support of community forest user



Nepal's first all-female tiger antipoaching patrol

© WWF-NEPAL/AKASH SHRESTHA

groups, this 22-member, all-female antipoaching squad is changing local culture and helping to protect the forests that sustain them. The squad patrols the forest and approaches people who are extracting resources without the permission of the community. As a result, poaching and illegal logging in most of the area has been brought to a halt, significantly contributing to the recovery of forests and the preservation of critical habitat.

Creating community forest user groups is an effective way to protect and sustainably manage local forests by putting control of natural resources into the hands of local people. In the Khata Corridor—a critical wildlife corridor that connects Bardia National Park in Nepal to Katarniaghat Wildlife Sanctuary in India—community forest user

groups have helped to create one of the most successful conservation endeavors in the Terai Arc Landscape. Currently, 48 community forest user groups collectively manage nearly 12,000 acres of forest in the Terai. The skills, training and opportunities WWF provides through these groups are reducing local people's dependence on the forest by providing alternative livelihoods that help the wildlife and people of the Terai to thrive.

CLIMATE INDIGENOUS PEOPLES PROTECT AMAZON FORESTS

Indigenous peoples have a key role to play in the future of the Amazon. This summer they shared their vision for reducing climate change with world leaders during preparatory meetings for the 18th Session of the Conference of the Parties to the UN Framework Convention

on Climate Change. Juan Carlos Jintiach, from COICA (Coordinator of Indigenous Organizations in the Amazon), outlined his people's contribution toward Reducing Emissions from Deforestation and Degradation (REDD+). The long-awaited proposal encourages a holistic management of indigenous territories and strives to foster commitments within industrialized countries. WWF's Living Amazon Initiative has been supporting COICA in the development of the concept and technical studies of Indigenous REDD+ in the Amazon region.

Because forests are among the world's largest storehouses of carbon, reducing deforestation and forest degradation must be part of curbing global climate change. The goal of REDD+ is to put a value on the environmental services supplied by forests—to make

maintaining the forest more profitable than destroying it. WWF supports COICA and its efforts to help indigenous peoples take advantage of emerging funding sources such as REDD-supported carbon markets. Working together, indigenous peoples and industrialized countries can reduce climate change while creating financial benefits for local communities.

ADVANCING SOLAR TECHNOLOGY IN THE GALÁPAGOS

The spectacular beauty and biodiversity of the Galápagos Islands draws people from around the world. For years, WWF has worked with local governments, the education and tourism sectors, and key authorities and stakeholders in the Galápagos to increase local awareness of resource use and engage people in efforts to reduce waste generation, greenhouse gases and other environmental impacts. This year, as part of WWF's capacity-building efforts on Isabela Island, we worked with local electric company ElecGalapagos and the Fray Azkunaga High School to organize a series of workshops to educate students, technicians, hotel owners, homeowners and electric company staff

about renewable energy technologies.

During the workshops, 120 people received hands-on training and information on how to effectively harness solar energy. Student participants built a solar shower and a solar kitchen, while technicians learned to build a solar thermal collector. Hotel owners and homeowners learned about the benefits and costs of solar thermal collectors. As a result, several homeowners and hotel owners

expressed interest in building solar thermal systems, and two local technicians will pursue learning more about renewable energies and installation. WWF will continue this important collaboration with ElecGalapagos to train more local people about solar energy.

BUILDING CORAL REEF RESILIENCE

Lisa Carne's idea to regenerate damaged coral reefs by transplanting bits of resilient

coral came to her in 2002, after she noticed that some coral survived Hurricane Iris better than others. Years later, with support from WWF, Lisa took her idea to the next level in the waters off Belize by creating coral nurseries that could grow resilient coral for transplantation to reefs damaged by coral bleaching. Today, there are 13 nurseries growing coral fragments that appear to be more tolerant to warmer ocean temperatures. More than 4,000 fragments have been planted around Laughing Bird Caye National Park and other sites so far.

As increasing ocean temperatures threaten coral reefs, finding solutions that help them adapt is ever more critical. This year, working with a multidisciplinary and international scientific team, WWF monitored 40 sites across Belize's reefs for signs of bleaching or resilience. Because resilient sites are high priority areas for conservation, WWF is working to ensure that they are incorporated into marine protected areas. To raise awareness about climate change, we also support the Coral Watch Program, which engages tour guides, hotels and tourists in monitoring efforts and refers their reports to researchers.



Staghorn restoration, Belize

© WWF/RHYS GERHOLDT

MARKETS

CIRCLE HOOK USE IN CORAL TRIANGLE DELIVERS BYCATCH REDUCTION

Replacing traditional hooks with circle hooks dramatically reduces shark and turtle bycatch on longline tuna vessels, while also increasing tuna catch. This was the good news from a preliminary trial conducted in Papua New Guinea, where fishermen reported catching over three times as many yellowfin tuna on circle hooks as compared to fishing with the same effort using traditional hooks.

WWF hopes to expand the circle hook program to all longline vessels in Papua New Guinea and Solomon Islands to help protect vulnerable populations of marine turtles and sharks while supporting local livelihoods. To that end, WWF has signed a Memorandum of Agreement with the Papua New Guinea National Fisheries Authority (NFA) and a local fishing company called the Fair Well Fishery Group, and has held peer-to-peer exchange meetings for fisheries managers and industry representatives. WWF will continue to train NFA observers and fishing crews, as well as provide circle hooks and sea turtle handling kits to each boat.

SUSTAINABLE PALM OIL PROVES TO BE GOOD FOR BUSINESS

Producing certified sustainable palm oil benefits the environment, but it is also good for the bottom line, according to a new report produced by WWF and key financial institutions in the United Kingdom and the Netherlands. The first of its kind, the study examines the financial costs and benefits of producing sustainable palm oil under the guidelines set out by the Roundtable on Sustainable Palm Oil (RSPO). It concludes that the economic benefits outweigh financial costs.

Palm oil comes from palm fruit, found primarily in the rain forests of Indonesia and Malaysia. Because palm oil is in thousands of everyday products—from candy to ice cream to personal and home care products—global demand is high. This puts great pressure on the remaining rain forests and threatens the survival of wildlife, including orangutans, tigers and elephants. Beginning with our efforts to launch the RSPO in 2003, WWF has been instrumental in bringing industry and NGOs together to advance

the production of sustainable palm oil. Today, certified sustainable palm oil makes up more than 13 percent of the global market.

PURSUING STANDARDS FOR SUSTAINABLE BEEF PRODUCTION

As countries seek to feed their rapidly growing populations, global demand for beef will likely rise. With beef production already occurring on millions of acres of land worldwide, it has a significant environmental impact on the planet, particularly in the area of greenhouse gas emissions. Looking to make business



Collecting sustainable palm fruit, Sumatra

part of the solution to this complex issue, WWF has worked for years to promote better practices in the beef supply chain.

Three years ago, WWF engaged stakeholders across the beef industry—including ranchers, retailers, scientists and experts in the environmental community—to create a coalition committed to advancing sustainable production of beef. Building on the success of those efforts, WWF formally launched the Global Roundtable for Sustainable Beef this year to unite industry and civil society behind this goal. This multistakeholder initiative will establish standards that help consumers verify, from farm to fork, that the beef they buy has been produced in the most environmentally sound, socially responsible and economically viable way possible.

BOLIVIA PRODUCES FIRST TIMBER CERTIFIED BY BOTH FSC AND FAIRTRADE

The first furniture to carry the dual FSC (Forest Stewardship Council) and Fairtrade label is now being sold by the German firm Quadrato in several European countries. The furniture is made of timber from Multiagro, a Global Forest & Trade Network



Certified tilapia, Honduras

© REGAL SPRINGS

(GFTN) participant in Bolivia which sources pine species from plantations owned by Quechua communities in Cochabamba. Through GFTN, WWF has been working with Multiagro since 2006 to help the company maintain FSC certification and find new markets for its products.

In Bolivia, where an estimated 40 percent of the population depends to some extent on forest resources, there are limited opportunities for communities to improve their income. The FSC-Fairtrade Pilot Project between the Fairtrade International Organization and the FSC promises to help community-based and small-scale timber producers in the Global South get both a fair price and a price

premium for their products, and distinguish themselves in the marketplace. This dual labeling project is the first of its kind in the world.

CERTIFIED FARMED TILAPIA COMES TO MARKET

Managed responsibly, fish farming (also known as aquaculture) holds great promise as a solution to the food demands of a growing global population. That is why WWF led a five-year process to create global standards to reduce the negative environmental and social impacts associated with tilapia farming. The standards were handed over to the Aquaculture Stewardship Council (ASC) this summer, clearing the way for tilapia farms to become certified.

Regal Springs—which produces nearly 6 percent of tilapia traded globally—is the first company to achieve ASC certification for its operations in Indonesia. Certified tilapia became available for purchase in August 2012.

WWF will continue to push for similar standards for other farmed seafood. We have identified farmed shrimp and salmon as priority commodities because of the size of the markets they serve and their significant potential for negative impact on the places and species WWF seeks to protect. We are working with stakeholders across these supply chains and the ASC to develop and implement improved standards. ■



A tiger cub is running across a dirt path in a natural setting. The cub is in the lower-left portion of the frame, moving towards the right. The background is a blurred dirt path with some green vegetation on the left side.

“With the right interventions at the right time we’ve got hope for the future. This campaign represents that hope.”

CRAWFORD ALLAN

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About WWF

For more than 50 years, WWF has been protecting the future of nature. The world's leading conservation organization, WWF works in 100 countries and is supported by 1.2 million members in the United States and more than 5 million supporters globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature. Visit worldwildlife.org to learn more.

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