



## Biodiversity and Conservation



# PORTFOLIO COMMITTEE ON ENVIRONMENTAL AFFAIRS DEMAND MANAGEMENT (Follow-up) DATE: 12 March 2019



environmental affairs

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA



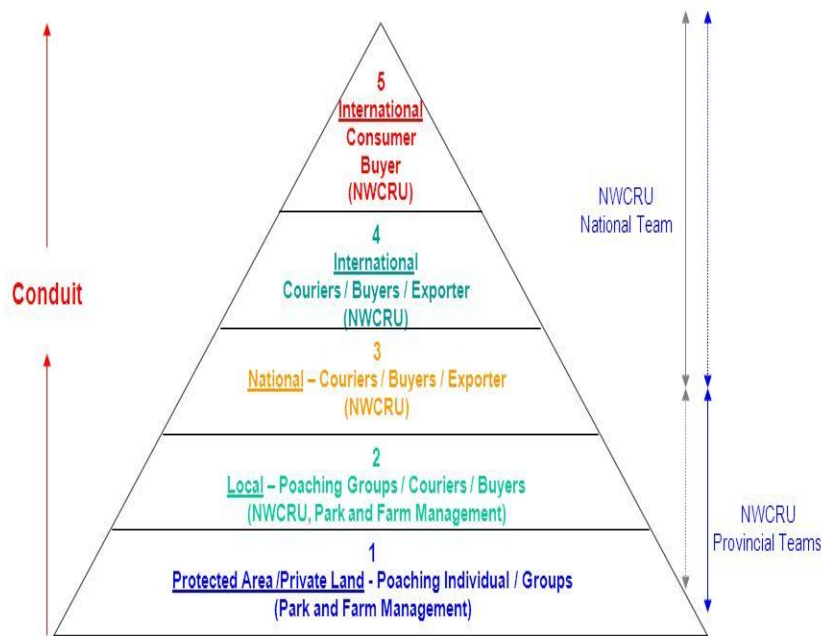
# CONTEXT

- **Demand Management - Demand Reduction = Legal Demand - Illegal Demand**
- Trends in rhino poaching since 2008
- The Kruger National Park most affected
- Rhino poaching realised as a **cross border syndicated crime**,
- National wildlife crime reaction responses enhanced
- Cooperation with neighbours (Greater Lebombo Transfrontier Conservation Area (GLTFCA) inclusive of Zimbabwe, Mozambique and South Africa) and internationally
- Better understanding of dynamics of source, transit and consumer states.
- Disruptions depends on understanding the demand and consumers
- A decrease in the number of Rhino poached since 2014

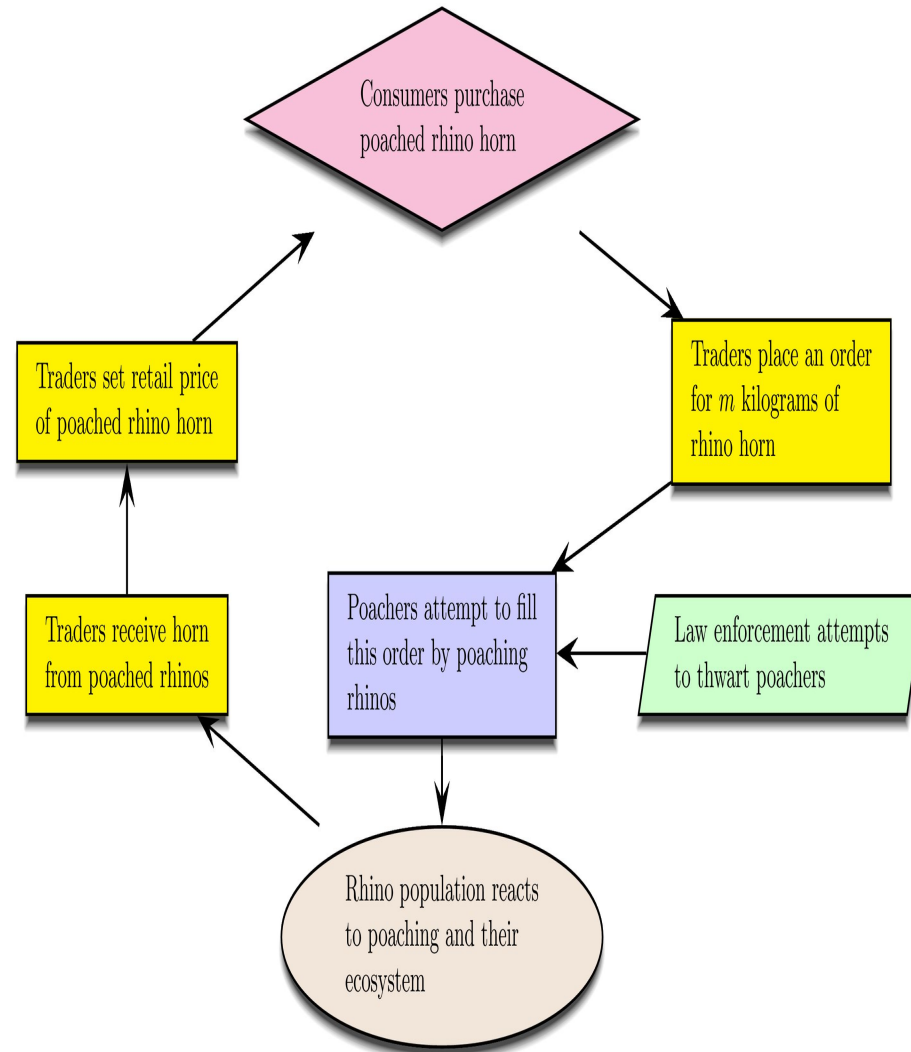
# CONTEXT CONT...

## NATIONAL WILDLIFE CRIME REACTION INITIATIVE

### Rhino Horn Conduits - Organized Crime Levels of Threat



### The shape of the supply chain



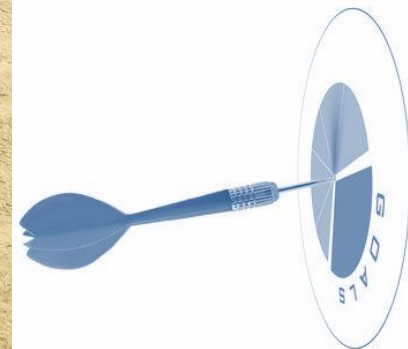
# Dynamics of demand for Rhino, Rhino horn and Rhino products



2014 the price of rhino horn reached US\$65,000 per kg, almost twice that of gold, but by early 2017, investigations in Vietnam and China found that the price of rhino horn had fallen by 70% to roughly half the price of gold.



# SA/ MOZ KRUGER NATIONAL PARK & LIMPOPO NATIONAL PARK YOUTH EXCHANGE PROGRAMME – AUGUST 2018



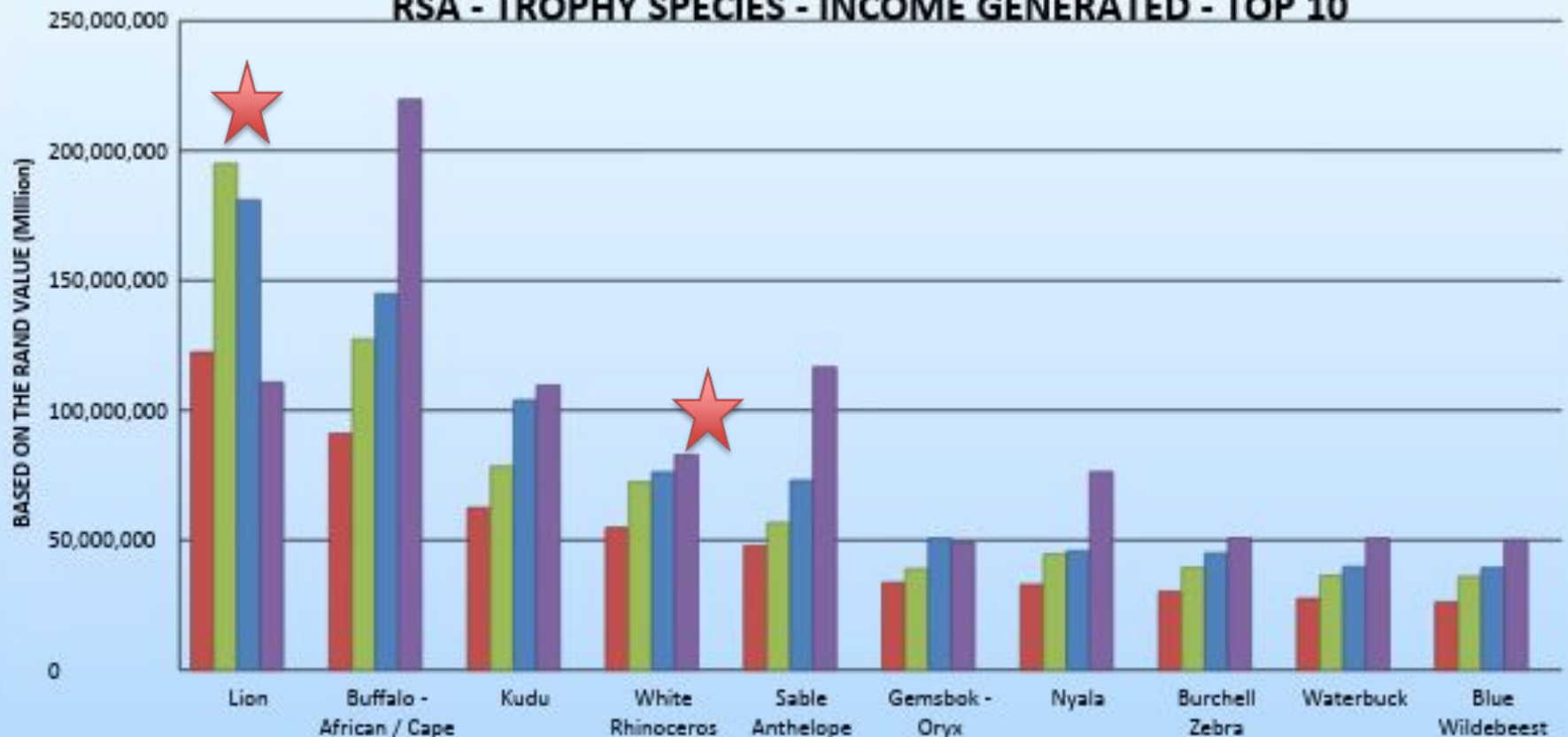
# The demand for Rhino, Rhino horn and Rhino products (**Local Communities**)

- Local communities' socio economic circumstances creating vulnerabilities for local communities abutting parks;
- Traces of forceful removals of the past created animosity between the Park and the communities;
- Economic upgrade of the poachers idolised and enviable to other community members;
- Need for mind-shift change, especially with regards to ownership;
- Claims of eminent extinction and trade creates need for monopoly and illegal stockpiling

# The demand for Rhino, Rhino horn and Rhino products (**Industry**)

- Legal demand creation for hunting and ranching purposes
- Tourism growth and marketing
- Populations growth and protection

## RSA - TROPHY SPECIES - INCOME GENERATED - TOP 10



	2011	2012	2013	2014	2015	2016
<b>Total income (Rand)</b>	R901 m	R811 m	R1.072 billion	R1.57 billion	1.74 billion	1.78 billion
<b>Total income (US \$)</b>	\$124 m	\$99 m	\$113 million	\$137million	\$137million	121million



# The demand for Rhino, Rhino horn and Rhino products (Vietnam)

Medicinal and recreational use of rhino horn, mostly in Vietnam includes:

- rhino products being mentioned in a variety of traditional Vietnamese medicine texts
- Vietnamese market has risen hugely over the past 15 years: a modern phenomenon.
- Over the past decade and a half rhino horn has become,
  - a party drug, a health supplement, and a hangover cure and a luxury product conspicuously consumed by newly wealthy elites.
- Influenced by rumours of a prominent senior government official being cured
- Sick and dying cancer sufferers and their families are directly targeted by unscrupulous vendors
- Regulation rather than prohibition could be the best solution, use of far more traditionally vested than it actually seems, people are committed and loyal to the belief

# The demand for Rhino, Rhino horn and Rhino products **(Vietnam)**

- Vietnamese market for rhino horns is both faddish and reversible.
- Education and marketing campaigns that try to make its consumption socially unacceptable are achievable in Vietnam
- Has been done for rhino horns before: in the 1970s and 1980s, through a mixture of legal measures and social pressure, sometimes from the highest levels of the Yemeni state, coupled with awareness campaigns about harm done to rhinos in the wild
- Made the practice of gifting with daggers with rhino horn handles socially unacceptable.
- Whether rhino horn dagger handles were “traditional” or not, it was clearly possible to confront and defeat the practice.
- Late 2017, stricter cross-border laws, especially to China *(Wildaid, 2017)*

# The demand for Rhino, Rhino horn and Rhino products **(Japan)**

- The number one major consumer of rhino horn in Asia throughout the 1970s.
- Principal market dynamic - sale of manufactured medicines, branded and available in pharmacies and stores.
- In 1980, Japan ratified the Convention on the International Trade in Endangered Species (CITES), which led to all manufacturers of rhino horn medicines being required to find substitutes for their products.
- The use of manufactured medicines in Japan meant the use of rhino horn was easier to control, as the products were mostly registered with the government in the country of manufacture and one company dominated the manufacture of rhino horn.
- Demand reduction strategies did work in Japan and the country is no longer a problem for rhinos.



# The demand for Rhino, Rhino horn and Rhino products (**South Korea**)

- Trade in rhino horn shifted from Japan to South Korea,
- Major consumer of rhino horn in Asia through the 1980s.
- Over the counter sales, where rhino horn was prescribed by practitioners who operated both as doctors and a pharmacy, prescribing specific treatments for patients.
- The medicines were produced on site and sold directly to consumers.
- A ban in rhino horn was implemented in 1983 and South Korea also ratified CITES in 1993.
- The threat of sanctions under the United States' *Pelly Amendment* to the *Fishermen's Protection Act of 1967*, a piece of national conservation legislation that provides a Congressional process for bilateral sanctions to be imposed against countries seen to be undermining international species conservation policy, led to a reduced demand for rhino horn in South Korea
- Eventually, the Ministry of Health completely excluded rhino horn from the official Korean Pharmacopoeia.
- These combined steps meant that Korea was no longer involved as a consumer country of rhino horn.



# What is the demand for Rhino, Rhino horn and Rhino products (**Taiwan**)

- From the mid 1980s to early 1990s, Taiwan was Asia's biggest rhino horn consumer.
- Over-the-counter sales were also the principal source for rhino horn.
- When the Taiwan market peaked, Zimbabwe lost most of its rhinos.
- The US government also persuaded Taiwan to respond to the threat of *Pelly Amendment* sanctioning.
- An import ban was implemented in 1985 and the government prohibited sales in 1992.
- The Taiwanese Ministry of Health then commissioned double-blind randomised clinical trials to study the efficacy of rhino horn and recommended that rhino horn was not worth using.
- Since these measures were implemented, Taiwan has not been a user of rhino horn.





# What is the demand for Rhino, Rhino horn and Rhino products **(China)**

- A minor consumer in the 1970s and 1980s, but became more active in the 1990s.
- In joining CITES, imports were banned in 1981 and exports in 1988. Domestic trade was prohibited and all stockpiles of rhino horn were registered and sealed in 1993.
- Less state-run business, individual entrepreneurs and private business have created more varied avenues for illegal trade.
- 25 years ago, rhino horn was removed from the Traditional Chinese Medicine pharmacopeia and then 25 years later made available for hospital use
- China's State Council recently announced that it is opening up the domestic trade in rhino horn, allowing horn from captive-bred rhinos (not including those from zoos) to be used in hospitals and also enabling the trade in cultural relics.

Continues to be of concern as a rhino horn user country.



# What is the demand for Rhino, Rhino horn and Rhino products (**Hong Kong**)

- Hong Kong is a major global trading hub and also known to be a key route for illegal wildlife trafficking
- Largely governed by PRC Policy, no MOU can be entered into
- Need improvement in terms of stopping the trade by improving enforcement procedures at POE and enhancement of legislation relating to penalties.
- There is better cooperation coming from Hong Kong since the 2012 events (busts and MLA)
- More efforts must be undertaken to influence people from wanting to buy illegal rhino horn – **focused demand management campaigns.**
- In 2017 there were more than 12 seizures weighing over 50 kg in total
- In July 2018 and 2019 other seizure of rhino horn occurred in Hong Kong
- There is a lot more that needs to be done to crack down on the trade in illegal rhino horn in Hong Kong



# The demand for Rhino, Rhino horn and Rhino products **(Yemen)**

- A large user during the 1970s and 1980s, where rhino horn was used for the carving of traditional dagger handles known as 'jambiya'.
- The government has since brought in proper legislation to implement CITES' ban on rhino horn trade and has expanded it's staff involved in wildlife conservation at the upgraded Environment Protection Agency.
- This, combined with a public awareness campaign, has virtually eradicated the Yemeni demand for rhino horn.
- Economic hardship and political stability has led to most Yemeni no longer being able to afford the high prices fetched for rhino horn on the Asian markets.



## Yemenite Thouma Jambiya Dagger with Rhino Horn Handle



Yemenite Jambiya dagger also known as Thouma and it is carried mostly by high ranking peoples in the Yemenite society. The handle is carved from rhino horn decorated with iron nails and brass imitation coins.

# Demand Management

- **Legal and illegal trade dimensions-** facilitating a legal and well-regulated trade while combating illegal trade it will be possible to supply some of the demand from legal sources and generate funds for conservation of rhino. Managing legal demand and reducing illegal demand
- **Information gathering** - on consumer's needs, attitudes and behaviour and on the prices currently paid for rhino horn in the illegal market.
- **Research**
  - **Evidence based approach to changing attitudes in consumer markets** and driving down exaggerated prices of horn through a series of activities
  - **Generating/determining Alternative Options-** for addressing demand for horn and sustainable funding for conservation: irrespective of any decision on trade legalisation. The potential role of demand reduction and / or legal trade to address demand pressures
- **Continued interactions-** with consumers and **information-gathering mechanisms** within known consumer and range states to better **understand consumer patterns, attitudes and behaviour**.
- **Monitoring system-** to be developed and implemented to gather information relating to prices paid to poachers and the quantity of horn traded
- **Changing consumer behaviour-** first focuses on the demand side in consumer states based on the premise that **changing consumer behaviour** through campaigns and the introduction of legislative restrictions and enforcement can reduce or eliminate demand for rhino horns in consumer countries

**Advocacy, Education and Awareness**



# SA interventions and understanding of dynamics...

- **Rhino Issue Management (RIM):**
  - Commissioned by the DEA, released a report in July 2013, which emanated from the national consultation process to facilitate a common understanding of the key issues related to the protection and conservation of South Africa's rhino population. No single solution to solving the rhino problem
  - It provided recommendation in 4 different key areas:
    - a) Funding
    - b) Safety and Security
    - c) Conservation
    - d) Trade
  - The prices that “consumers” of live rhino and rhino products are prepared to pay are directly linked to their perceived value,
  - In the absence of any successful interventions and initiatives, the demand for rhino horn will continue to increase in years to come as a result of income and population growth in the current major consumer markets
- **Committee of Inquiry (COI)-** advice on the possibility of proposing legal international trade in rhino horn to the 17th Conference of the Parties to the CITES, or not; and provided recommended interventions in 5 key areas:
  - Biological Management
  - **Demand Management**
  - Enforcement
  - Responsive Legislation
  - Community Empowerment
- **Rhino Conservation Lab**

# CITES Resolutions on Demand Management

- Need for well-targeted, evidence-based, species-specific, country-specific demand reduction campaigns to more effectively bring about behaviour changes;
- Parties urged where there is a significant market for illegally traded wildlife products to
  - **Develop strategies** to reduce the demand for illegal products of wild animals and plants through demand reduction campaigns
  - Enhance policy, legislation and law enforcement;
  - **Conduct in-depth and regular research** on the demand for specimens of illegally traded CITES listed species, where possible, using standard methodologies to understand the drivers and dynamics of the demand and to provide solid information for use in demand-reduction campaigns
  - Develop and implement well-targeted, species-specific, evidence-based campaigns by engaging key consumer groups and targeting the motivations for the demand, including the speculative nature of the demand, and develop specific messaging approaches and methods for target audiences;
  - **Create greater awareness** of the broader consequences and impacts of illegal harvest and illegal trade of wildlife and plants, particularly on wild populations and the ecosystems in which they exist, as well as raise awareness of broader impacts of wildlife trafficking on livelihoods and sustainable development; and
  - **Strengthen legal and enforcement deterrents** by creating greater awareness of laws prohibiting trade in illegal wildlife products and any associated penalties;

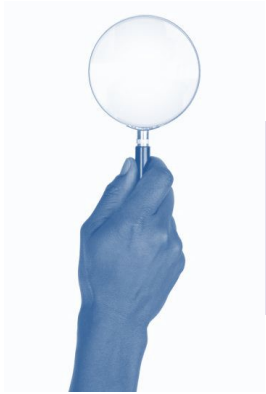
# We developed work streams based on COI's 5 pillars of rhino conservation

## 5 pillars of rhino conservation

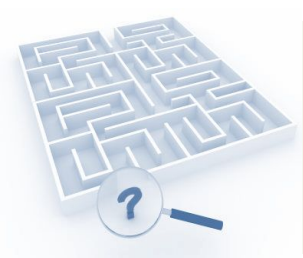


**Demand Management** – Managing the consumer behavior and attitude as it relates to their perception that in turn influences their need/ desire for Rhino horn; understanding the market for live rhino and rhino products

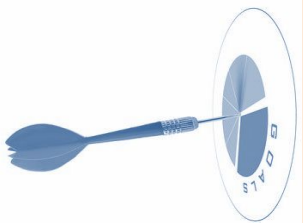
# RHINO CONSERVATION LAB...



**RESEARCH:** Undertake peer reviewed research, with credible funding, on consumer markets and forms of demand and supply based on government direction and link this to demand management initiatives



**INVESTIGATION:** Continue and expand investigation of the strengths and risks of satisfying foreign consumer demand from within SA, alternative options for achieving this, how to increase benefits to SA, and how to disrupt illicit supply chains (e.g. trade, exporting live rhino, synthetic horn)



**TARGETED MESSAGING:** Develop targeted messages for a communication campaign as part of a communication strategy relating to the status and management of rhino to address incorrect perceptions that lead to speculation that drives exaggerated prices of rhino horn.

Continue to **expand investigation** of the potential of alternative options to satisfy foreign consumer demand from within SA, increasing benefits to SA and **disrupting illicit supply chain** so that we can have an understanding of the feasibility of alternative options and act accordingly

# Research

Undertake peer reviewed research – with neutral funding – on consumer markets and forms of demand and supply based on government direction and link this to demand management initiatives

## Priority research areas

### Consumer Markets



### Stockpile destruction



*“Kenya burns vast piles of elephant tusks”  
– Reuters*

### Campaign Success



### Price of Rhino Horn





# Departmental interventions

- Large area requires research and the following and different stakeholders are being engaged
- To intervene effectively in terms of both demand management and/or demand reduction, more information is required on consumer's needs, attitudes and behaviour and on the prices currently paid for rhino horn in the illegal market.
- Committed to alleviating poverty and unemployment in our conservation areas through investment in communities resulting in employment creation and small business opportunities – as per government's biodiversity economy strategy.

# Departmental interventions

- Proposed technical reference group inclusive of experts in the field of Demand Management
  - TRAFFIC
  - IUCN
  - African Rhino Specialist Group experts
  - DEA Biological Management and researcher
  - DEA communication
  - SANPARKS
  - Wildlife Conservation Society
  - WWF

# Partnerships - MOUs

## Memoranda of Understanding (Biodiversity, Conservation and/or Wildlife)

- Mozambique – Rhino range state, SADC member state, frontline neighbour
- Botswana – Rhino range state, SADC member state, frontline neighbour
- Tanzania - Rhino range state, SADC member state, frontline neighbour
- Namibia - Rhino range state, SADC member state, frontline neighbour
- Zimbabwe - Rhino range state, SADC member state, frontline neighbour
- Kenya - Rhino range state,
- Chad – Support Wildlife Conservation
- Consumer and/or transit
  - Vietnam
  - Cambodia
  - China
  - Laos



# Research

## There is urgent need to undertake research on crucial questions affecting our approach to demand management

The top 3 inquiries to make will form the basis to build future research on

	Rationale for Inquiry	Use of Insights
1 <b>What are the profiles of different segments of buyers of rhino horn in consumer states?</b>	<ul style="list-style-type: none"> <li>▪ To understand the underlying reasons behind purchase choices</li> <li>▪ To determine the correct sustainable approach to take in demand management</li> </ul>	<ul style="list-style-type: none"> <li>▪ Social cultural considerations and behavior modification campaigns</li> <li>▪ Inform legislation including prohibitions and regulated market</li> </ul>
2 <b>What is the impact of large scale stock pile destruction on demand in consumer states?</b>	<ul style="list-style-type: none"> <li>▪ To understand the relationship between destruction and the market forces</li> <li>▪ To determine the messaging in large scale stock pile destruction</li> <li>▪ To determine the impact on poaching in range states</li> </ul>	<ul style="list-style-type: none"> <li>▪ Inform policy on destruction of stock piles and conservation</li> </ul>
3 <b>What are the successful demand management/ reduction campaign elements?</b>	<ul style="list-style-type: none"> <li>▪ Lack of knowledge of the outcomes of campaigns</li> <li>▪ To learn best practice and lessons in messaging</li> </ul>	<ul style="list-style-type: none"> <li>▪ To adapt in communication strategy</li> <li>▪ Make appropriate finance and auditing decisions for campaigns</li> </ul>
4 <b>What is the current horn price (at different points in the value chain) currently and under different scenarios</b>	<ul style="list-style-type: none"> <li>▪ Lack of understanding of syndicate dynamics</li> <li>▪ Understanding of potential benefits of trade scenarios</li> </ul>	<ul style="list-style-type: none"> <li>▪ Inform prosecution/ anti-trafficking operations</li> <li>▪ Provide insights for private and public trade initiatives</li> </ul>

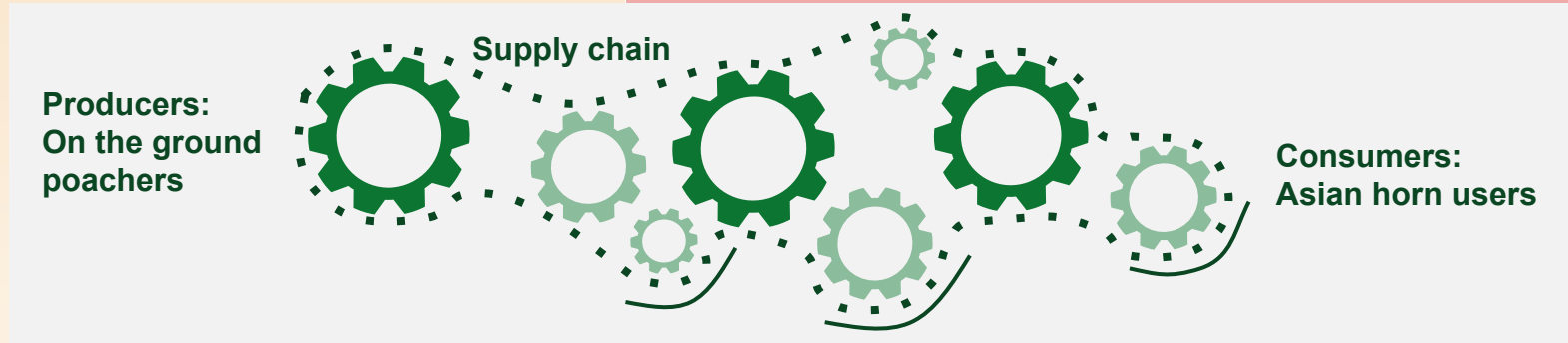
# A targeted message is needed to change the perceptions on rhino horn in the various audiences

Requires additional information  
Should be replaced

**What's written**

**What's heard**

Number of rhinos	Number poached	Price of horn high	Millions of users	Rhino going extinct
There is a product	It's easy to get horn	There is money in it	There is a market	Price will increase! Invest at any cost



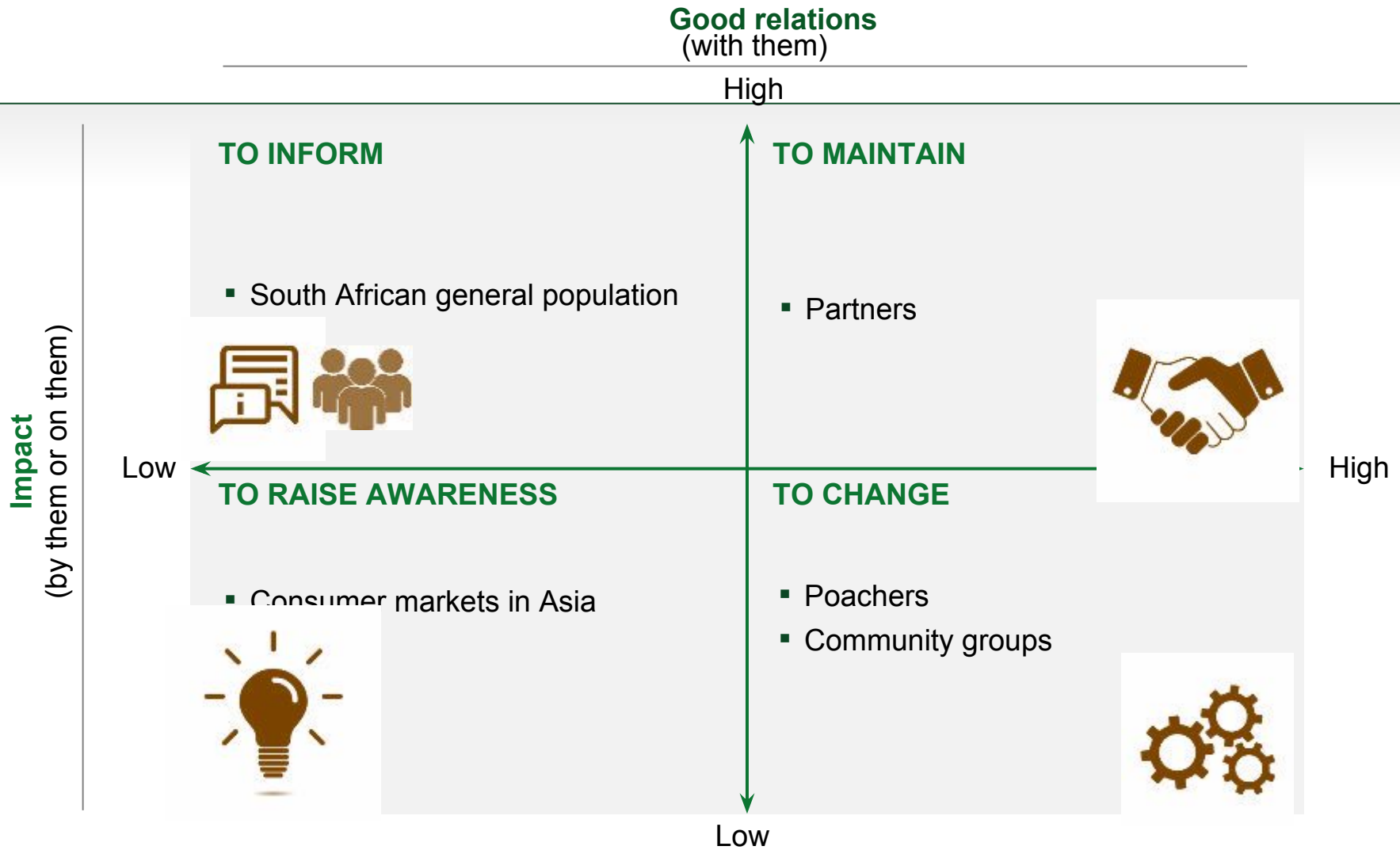
**What should be added/ written**

**What we want to be heard**

Well managed rhino pops	Poachers caught, sentenced, assets forfeited	IPZ heavily guard, technology, dogs	Do not use illegal medicine	Rhino will not go extinct
It's not easy to get horn	Not worth the risk	Stay out of IPZ	Sustainable legal medicine	Not a good investment



# Matrix used to prioritise the stakeholders to target in our messaging



# Partnerships

## National:

- Department of Environmental Affairs
- South African Police Service (various units) including the Hawks
- South African Revenue Service – Customs
- Department of Justice including NPA
- Others – FIC, SSA, DIRCO
- Provincial Conservation Authorities
- South African National Parks
- Non-governmental Organizations eg PPF, WWF, TRAFFIC, EWT

## Regional:

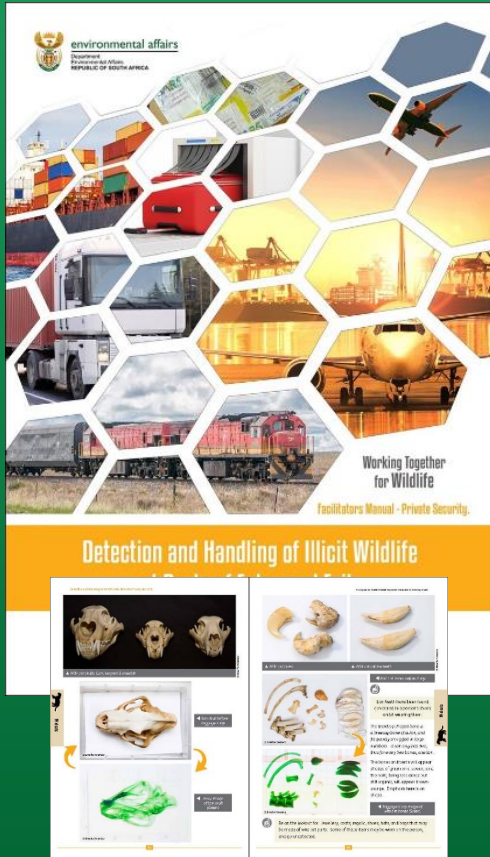
- The African Strategy on Combating Illegal Exploitation and Illegal Trade in Wild Fauna and Flora in Africa
- Law Enforcement and Anti-Poaching Strategy (LEAP) – implementation driven through the security structure of SADC
- Southern African Development Community structures and through bi-lateral joint committees and MoU's



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# Photographic Information Booklet



Awareness posters

# Law Enforcement Awareness

Development of multimedia awareness raising material for law enforcement agencies around detection and handling of illicitly traded species in the form of:

- 128 page photographic rich information booklet on specimens and smuggling techniques
- Awareness videos linked to booklet content
- 4 x commodity related posters

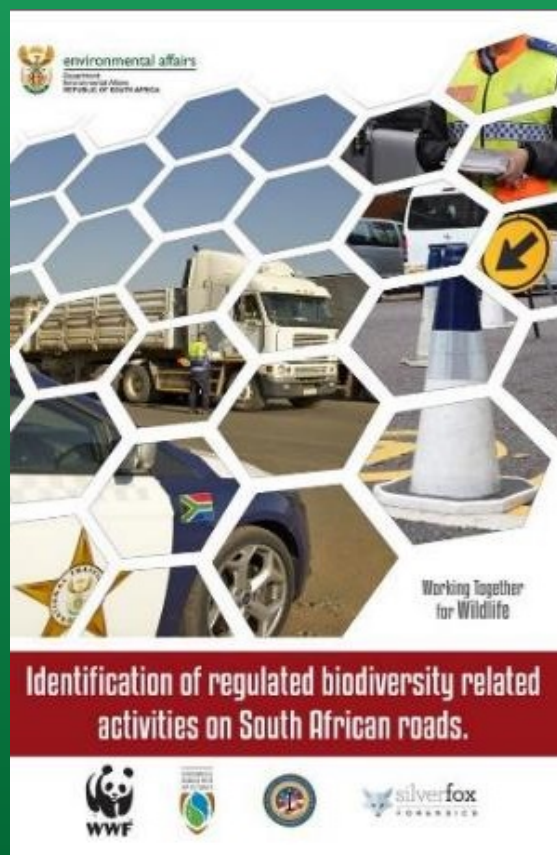


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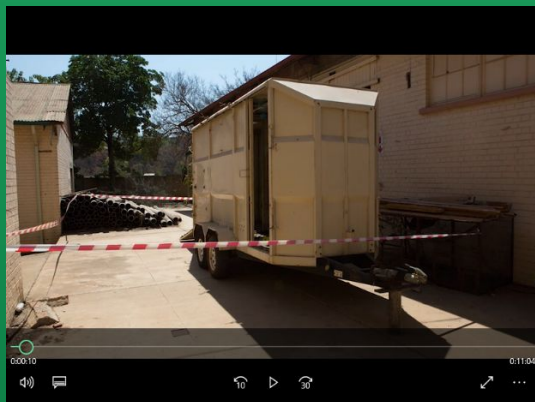




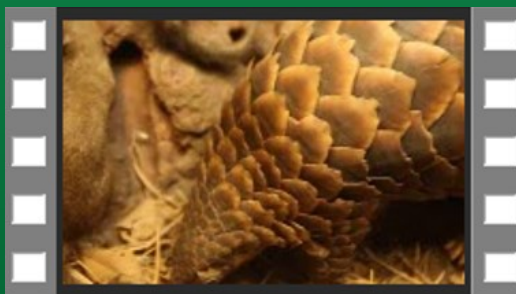
## Photographic Information Booklet



## Training Video



## Commodity detection video



# Road Traffic Officer Awareness

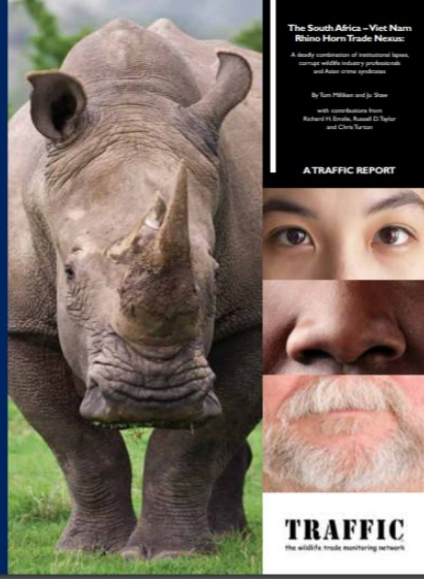
Development of awareness raising and training curriculum material in support of road traffic officers employed within South African Government. The material developed is in the form of:

- 100 page photographic rich information booklet on detection of biodiversity crimes commit while on our national roads
  - As well as proper procedures once detection is made.



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- It is necessary to understand the perspectives and motivations of the consumers of rhino, elephant, and pangolin products, and to engage and influence this group of people in order to change their practices and reduce demand for these wildlife products.



## MAPPING MOTIVATIONS Combatting consumption of illegal wildlife in Viet Nam



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Behaviours that represent the purchase or use of products to fulfill **hedonistic pleasure or satisfy curiosity** e.g. personal adornment

EMOTIONAL

### **RECREATIONAL**

*Behaviours that represent the purchase or use of products as part of a leisure or pastime activity*

### **REPUTATIONAL**

*Behaviours that represent the purchase or use of products for reputational gain—or “face,” to gain currency in a business transaction*

### **SOCIAL**

*Behaviours that represent the purchase or use of products for social gain—to impress a peer group with a newfound status or wealth*

Behaviours that represent the purchase or use of products to fulfill **an everyday purpose or function**

FUNCTIONAL

### **NUTRITIONAL**

*Behaviours that represent the purchase or use of products to fulfill a simple need for protein or food*

### **MEDICINAL**

*Behaviours that represent the purchase or use of products for perceived treatment of illness or promotion of wellness (i.e. curative/preventative)*

FINANCIAL

### **FINANCIAL**

*Behaviours that represent the purchase or use of products for investment purposes, as a financial security strategy or otherwise*

SPIRITUAL

### **SPIRITUAL**

*Behaviours that represent the purchase or use of products to bring good fortune in business or life*

CULTURAL

### **CULTURAL**

*Behaviours that represent the purchase or use of products in recognition or celebration of a specific facet of cultural heritage or tradition*



# Recommendations

## BEHAVIOUR IDENTIFICATION



clearly identifying the behaviour to be changed using insights into when, where, and how it is and conducted, as well as any triggers or prompts for it.

## AUDIENCE SEGMENTATION



understanding who to target to change the identified behaviour, and segmenting the audience based on e.g. attitudinal, psycho-social, and socio-economic factors.

## MARKETING FRAMEWORK



developing a (social) marketing framework, to map out which messages, messengers and mechanisms will be used in initiative implementation.

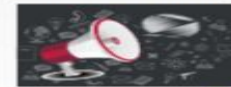


## BEHAVIOUR MODELLING

using insights from steps 1 and 2 to identify the most appropriate approaches to achieving behavioural change, referring to a diverse theoretical foundation.

## INITIATIVE IMPLEMENTATION

using an adaptive management approach, reviewing and refining as implementation proceeds, ensuring efficiency and maximum impact



1

2

3

4

5

5-STEP PROCESS FOR BEHAVIOUR CHANGE

# South Africa has initiated engagement with Traffic to look at the implementation of the following recommendations

The report recommended actions to improve the South Africa/Viet Nam Rhino Horn Trade

## Recommendations directed at South Africa:

- Sustain strong high-level political will to make addressing rhino crime a non-negotiable, high-profile national priority;
- Address capacity and resource constraints affecting conservation authorities at national, provincial and site levels;
- Urgently design and implement a secure, national, electronic permit system for all activities related to threatened and protected species, specifically rhinos, that links to other databases on live rhino and horn stockpiles
- Continue to support the implementation of mandatory registration, marking and DNA sampling of all legally-owned or held rhino horn stocks;
- Develop and enact bilateral treaties to promote collaborative law enforcement action;
- Ensure that appropriate penalties, which serve as an effective deterrent are given to those convicted of rhino crimes;
- Investigate the option of denying those charged with outstanding rhino crime cases continued legal access to permits;



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# South Africa has initiated engagement with Traffic to look at the implementation of the following recommendations

## Recommended actions directed at South Africa :

- Improve capacity for investigations, intelligence gathering and analysis, and communication and collaboration between law enforcers at local, provincial, national and international levels
- Ensure effective monitoring and regulation of sport hunting of rhinos;
- Develop better regulation of professionals within the wildlife industry;
- Continue to designate rhino crime cases to specific prosecutors in each province; and
- Take an objective and strategic approach to assessing the long-term outcomes of any future interventions in relation to global rhino conservation objectives and trade
- Tighten law enforcement activities at all ports of entry and exit from South Africa to better detect the illegal movement of rhino horn



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# South Africa to engage Vietnam on progress.....

## Recommendations directed at Viet Nam:

- Demonstrate strong political will to make rhino horn crime a national priority
- Review and strengthen legislation and penalties concerning illegal rhino horn trade;
- Address infractions regarding legally-imported rhino horn trophies from South Africa that have subsequently entered commercial trade;
- Curtail internet advertising and trading in rhino horn;
- Address the issue of “fake” rhino horns in the marketplace;
- Develop and implement bilateral treaties to promote collaborative law enforcement action with South Africa and others;
- Develop a strict regulatory mechanism to track legal rhino horn trophies;
- Employ effective law enforcement strategies in the market place;
- Commit adequate financial and human resources to fighting rhino horn crime;
- Support ongoing research and monitoring;
- **Promote demand reduction activities; and**
- Undertake clinical trials and peer review research on the medicinal properties of rhino horn as a step towards promoting alternative substances



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# FROM TUSK TO TRINKET: Persistent illegal ivory markets in Viet Nam

*Minh D. T. Nguyen, Rosa A. Indenbaum, and Madelon Willemsen*

## TRAFFIC REPORT DECEMBER 2018

- Physical Market Surveys-Nov 2016–June 2017
- Online Market Surveys Mar–Apr 2017
  - 2 Social Media 10 E-commerce websites 5 Online forums
- Findings
  - 60 online sellers
  - 17 platforms
  - 852 physical outlets in 13 locations
  - 463 items found in online outlets
  - 6186 -9097 items found in physical outlets
  - 90% of items on sale on jewelry



# Recommendations to Stakeholders

## **Stay up to date on market trends**

- Conduct regular physical market surveys using standardised methodology, particularly in areas with known ivory markets and existing or developing domestic and international tourism. Although it is challenging to conduct full-scale market surveys on a regular basis, rapid surveys using standardised methods can be used to continue tracking trends in key markets, to understand buyers, including the role of tourists, and other emerging trade dynamics.
- Conduct regular online market surveys using standardised methodology with a concentration on social media websites and platforms. Conducting online market surveys is less cumbersome than physical market surveys and it is important to continue gathering data to better understand the online ivory market and ivory sellers' use of multiple channels.
- Stay alert to and share with law enforcement agencies any avoidance tactics used by sellers and buyers, such as displaying fake ivory while storing genuine ivory off-display.

## **Reduce Consumer Demands**

- Implement consumer market research on the ivory trade to gain an understanding of the motivations and practices of those purchasing ivory in physical and online markets
- Develop and implement social and behaviour change communication campaigns to change the behaviour of consumers purchasing ivory in Viet Nam.
- Robustly evaluate demand reduction efforts by assessing the baseline of reported market availability and changes in motivations and intention to purchase ivory.



# CITES Standing Committee 1 to 5 October 2018 Russia Sochi

## Demand-reduction strategies to combat illegal trade in CITES-listed species

### Outcome:

- The standing committee agreed to consider draft decisions, for submission at CoP18, directing:
  - the Secretariat to contract a consultant to develop CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species; and submit the draft CITES guidance on demand-reduction strategies to combat illegal trade in CITES-listed species to the SC for its consideration; and
  - the standing committee to review the guidance developed and make recommendations for consideration by CoP19
  - noted the leading role of NGO's on demand management in consumer countries as the cost of these campaigns can be costly to range states



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# Conclusion

- DEA will pursue Partnership with NGOs on demand management as recognised by CITES to curtail costs:
- Government to government engagements on progress on recommendations from resolutions from CITES CoP 16 and 17 using diplomatic channels and existing MOUs;
- Engagements on the margins of international platforms to form trilateral partnerships with NGOs to gain a perspective on the work already undertaken by NGOs in this area and possibly undertake joint research following the CITES CoP 18, draw from lessons learnt and consider recommendations from such reports
- Marketing partner in both China and Vietnam to assist with understanding the consumer patterns and behavior and advise on appropriate messaging, legislative interventions as well as effective campaigns should be considered

# CONCLUSION

- South Africa continues to undertake work on demand management
- South Africa continues to address all the recommendations from rhino lab outcomes as interrelated interventions
- The cost of implementing a demand management campaign in the east, is too high, thus dependence on partnerships with NGOs working on the consumer side and need for more funding support
- South Africa continues to monitor international reports on demand reduction/management and these reports guides, decision making in South Africa
- There could be a direct link between rapid economic growth in China and Vietnam and rhino poaching in South Africa



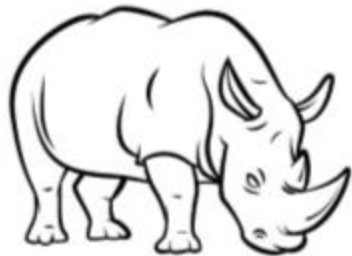
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# Articulating a positive future for Rhino Conservation



**South Africa  
Proud**



**KILL RHINO?  
SHAME!! SHAME!!  
AWU NYUMI!  
AWU NA  
MAHLONI!  
AO SWABI!**

**RAISE  
THE  
HORN!!!**

**00:00**

*no time for poachers*



**INKOSI  
LENAKA**





# Thank You



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