



rhinoreality

END DEMAND FOR RHINO HORN IN ASIA

Rhino poaching: a threat to hard-won population increases achieved by conservation authorities.

Dear Ms Tyhileka Madubela

We herewith present a proposed approach for government to consider in the upcoming public hearings on FINDING SOLUTIONS to the rhino-poaching crisis in South Africa and Africa.

END THE DEMAND FOR RHINO HORN IN ASIA THROUGH TARGETED AND INSPIRATIONAL MEDIA CAMPAIGN

By reducing the demand for rhino horn where it is originating, through correct media channels, accurate and targeted information campaigns, and celebrity endorsement, we can begin to address the cause (people who buy rhino horn) and no longer the symptoms of poaching.

TWO BATTLES RAGING FOR RHINO:

On the Ground

Legislation
Law Enforcement
Cooperation
Conservation
Political Will

ALL IS BEING DONE BY
CONSERVATION AGENCIES,
GOVERNMENT AND OTHERS

In the Mind

Perception
Beliefs
Tradition
Greed and Economics
Public Will

NOW WE NEED TO ADDRESS THESE
CONTRIBUTING FACTORS IN THE MIND OF
THE BUYERS OF RHINO HORN

Anti-poaching efforts and legislation on the ground in South Africa is important. Complimenting those efforts by reducing demand for rhino horn in Asian countries with an awareness and education campaign will clearly remove pressure and reduce poaching incidents.

We acknowledge the fact that awareness and education and changing perceptions is a long-term intervention and not an overnight cure for rhino poaching. Yet it is an essential element that so far is lacking in the current interventions being rolled-out.

The end-user markets in Asia have not been adequately addressed to date and this needs to happen. If we can end the demand for rhino horn as a commodity then an end to poaching rhino's for their horns will follow.

WHAT IS RHINO REALITY?

Rhino Reality is a wildlife awareness campaign targeting Asia through a 3-tiered multiple media and celebrity endorsement approach, using TV and outdoor media, including social media and a unique expedition. This is a collaborative campaign being initiated by leading conservation groups, NGOs and a foreign conservation media NGO, WildAid - who have specific experience and success in communicating wildlife messages in China. The South African government is invited to become involved in this campaign through funding, networking and diplomatic introductions.

AIM

To deliver a single powerful message to 1 billion people in Asia, targeting China and Vietnam in particular, with leading Asian personalities and celebrities to endorse and deliver the message during the course of 2012.

THE MESSAGE

Together we can end the demand for rhino horn now.

HOW THE MESSAGE WILL BE DELIVERED

- National televised PSA (advert) on Chinese national television with authoritative Asian celebrity figure.
- Media exposure of leading Asian journalists and People of Influence on their experience during a 7-day Reality safari to South Africa to experience and understand what is happening to rhino here on the ground.
- A 21-day adventure expedition with Asian celebrities on foot in KZN using social media and film to broadcast the expedition in Asia.

Yours sincerely

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www.rhinoreality.org