

AWF's Response to Illegal Wildlife Trafficking

One of the greatest threats to Africa's wildlife comes from outside of the continent. Rising affluence in Asia and elsewhere has created a booming black market for elephant ivory and rhino horn and has led to a poaching crisis on the African continent.

Illegal wildlife trafficking is now estimated to generate more than US\$10 billion annually, closely following the drug trade, arms trade, and human trafficking. The illegal wildlife trade has:

- Fueled poaching of some of Africa's most iconic species;
- Robbed communities of wildlife-related revenue;
- Endangered citizens' lives; and
- Financed some of Africa's most brutal terrorist groups.

The African Wildlife Foundation (AWF) is working with governments and other NGOs to shut down the illegal wildlife trade.

| Battle for Survival

Africa's elephants and rhinos, caught in the crosshairs of the illegal wildlife trade, are in a battle for their survival:

- More than 100 elephants are killed each day by poachers.
- The poaching of rhinos rose from 13 in 2007 to a staggering 668 in 2012, in South Africa alone, the African nation with the highest population of rhinos.

Only about 450,000 elephants and a mere 25,000 rhinos remain on the African continent. If poaching continues at these rates, we may see the extinction of two of Africa's most charismatic species from some of their core habitats in the next 20 years.

| Comprehensive Response

Building on its decades of experience combating rhino and elephant poaching in Africa, AWF has shown leadership and foresight in this new war against illegal wildlife trafficking. Our comprehensive response seeks to address the complex, global nature of this crisis through a multi-tiered effort:

- AWF supports the work of protected area authorities and other antipoaching efforts on the ground.
- We strengthen law enforcement efforts to crack down on illegal wildlife trafficking.
- AWF increases global awareness of the crisis to reduce demand.

| Targeted On-the-Ground Support

Providing enhanced training and equipment to antipoaching staff can make a significant difference in reducing poaching. To that end:

- AWF has organized advanced counterpoaching training, such as in the transborder region between Kenya and Tanzania.



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- AWF has provided wildlife authorities in Cameroon, Uganda, Zambia, and Kenya with much-needed technology such as surveillance cameras, communications equipment, and vehicles.
- We have supported counter-poaching units to increase coverage of large elephant and rhino habitats, particularly in Tanzania, Zambia, and South Africa.

AWF additionally launched the Species Protection Grants Program this year to provide funding to on-the-ground partners protecting key wildlife populations. The grants allow AWF to quickly funnel funding to those regions most in need of antipoaching support.

| Focus on Law Enforcement

AWF has worked to strengthen law enforcement efforts around poaching and trafficking:

- AWF, with partner Freeland Foundation, is supporting the Lusaka Agreement Task Force as it conducts joint training—including training in DNA capture and evidence collection—between African law enforcement officials and Singapore police.
- AWF provided the Kenya Wildlife Service with support to purchase and train eight sniffer dogs to augment its existing canine unit, which detects smuggled contraband at key transit sites.

| Building Awareness

AWF has also implemented public awareness campaigns in Asia and in Africa:

- **Say No, China and Vietnam.** AWF and partner WildAid have joined forces with celebrities such as Britain's Prince William and Chinese action star Jackie Chan to inform Asian consumers that their demand for ivory and rhino horn is decimating wildlife populations in Africa.
- **African Voices for Wildlife, Africa.** Through billboard and airport advertisements that show Africans expressing shock, horror, and sadness over the loss of their wildlife to poaching, AWF is urging Africans to use their voices to stand up against illegal wildlife trafficking.



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