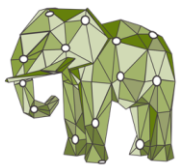


Combating Illegal Wildlife Trade Online: Support from NGOs and the Tech Sector

Crawford Allan
For TRAFFIC & WWF



COALITION TO END
WILDLIFE TRAFFICKING ONLINE



The Washington Post



The Washington Post

Animals

**APRIL 2019:
36,000 PANGOLINS
SEIZED**
The world's most-trafficked mammal may also be its most obscure — and agents just found 14 tons



Sacks containing pangolin scales that were seized last week in Singapore.
National Parks Board Singapore, via Reuters



Pangolin scales for sale added 2 new photos.



June 12 · 🌐

500kg of Pangolin scales available for sale. They are literally being eaten into extinction. It is believed that their scales provide numerous health benefits when in reality. contact for your order via email: (docpro00@gmail.com)



 Like

 Comment


 Share

Wiewien Rahman
May 22 at 12:06am · Ampang, Malaysia

Hil Ada slow loris untuk dijual

Rm450
-Jantan
-Sbulan
-Jinak

Cod Ampang/KL area
Whatsapp 0176636223



Like Share




\$170

Tortoise shell little boxes

Like for 21

Posted 3 months ago in Indonesia





Tiger Cub Babies For Sale edited 7 new photos

November 3, 2011 · Facebook

We Sell White and Yellow Tiger Cubs at 8 weeks contact for price How!! this cubs have all their paperwork done, ready to go with permit we look forward to hear from any interested buyer

Whatsapp: 00237691208496
Whatsapp: 00237691208496
US/CANADA: (+1) 814-788-2294
Email: ashleybate@mail.com

For interested person, 00 contact for more info and pictures!!



Like Comment Share

ANTIQUE CHINESE KWAN YIN C FIGURINE SIGNED

2 viewed per hour

Item condition: "In great condition."


Time left: 6d 18h Tuesday, 10:42AM

Starting bid: **US \$399.99** [0 bids]


Price: **US \$850.00**

Located in United States 30-d

Shipping: **\$12.00** Standard Shipping | Ship location: Tucson, Arizona, United States | Ships to: United States and many other countries






Mouse over image to zoom



Lee Him Chemical added 3 new photos

August 31 at 9:34am

120kg of African pangolin scales for sale, contact us by email: sonyucigtd@gmail.com

12 4 Cor

Share



added 6 new photos.
August 12 at 5:12pm · 🌐

ကျားမင်းအစွယ်အစစ်
အကြီး ၂၀၀၀၀ ကျပ်
အသေး ၁၅၀၀၀ ကျပ်
09792629192



January 11 · 🌐

Selling pangolins and anything else people want...




👍 Like

💬 Comment

➦ Share

(7) slow loris for sale - Facebo x

Secure | <https://www.facebook.com/photo.php?fbid=872415806149329&set=basw.AbqV69ARNwz0s1fJFpr2jdfXA4xMHCHkPIG0dsQXT7oMKhLuhr7rC-v9aLCb1gD9I5...>



Sale In Malaysia
April 7, 2015 · 🌐

Slow loris. Sloth malaysia for sale. Do pm me

Like Share


16

View 1 more comment

- Ajmal Hannan Zulkifli** Pm slow loris
3y · Like
- Dêv Kâbilēfi** Pm
2y · Like
- Amerul Syahfiq** Pm
2y · Like
- Mohd Syamil** Pm
2y · Like
- Jax Aziz** pm
2y · Like
- Sham Sulaiman Nak nak...** Pm pliss
2y · Like · See Translation

July 19 at 1:44 PM · Twitter · 🌐

Extremely Rare Esteemed Antique Japanese Ivory of a fisherman di
DANIMANRDM <https://t.co/3MB4h6q8pl> via @Etsy - Call [redacted]
[redacted] for any questions or info



ETSY.COM

Extremely Rare Esteemed Antique Japanese Ivory of a fisherman selling - red imperial seal

3



SALE

Like This Page · June 10 · 🌐



Like



Comment



Share



Write a comment...



Suggested Groups

See All



All Women All Trails: Hiking & Backpacking

28,432 members

+ Join



 [\[Name\]](#) · [\[Page\]](#)
Follow · June 13 · 

Asahan ang dating last week ng June! — 😄 feeling excited.

 Like  Comment

  [\[Name\]](#)

[\[Name\]](#) Ist!!!!
Like · Reply ·  1 · June 13 at 8:08pm

[\[Name\]](#) i want! i want!
Like · Reply ·  1 · June 13 at 8:34pm

[\[Name\]](#) Available yan sir,
naku luwa mata q... 😊
Like · Reply ·  1 · June 13 at 8:58pm

[\[Name\]](#) Sir,ahaha!!! Price?
Like · Reply ·  1 · June 13 at 9:02pm

Write a comment...  

 **Improve Your News Feed**
We'd like to hear your feedback! Please answer a few questions about your News Feed.
[Give Feedback](#)

Invite Friends to Like Pages
 [\[Name\]](#)
Local Business
[Invite Friends](#)

Item Details



Exotic & Reptiles For...



about 2 weeks ago

Black Winged kite Dusky Monkey Spotted Wood Owl Chikra Hawk Eagle Whatsapp Joe

FREE

[Message Seller](#)

Like

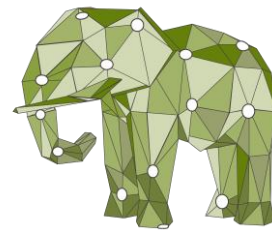
Share

5

1 Share

The Coalition to End Wildlife Trafficking Online

34 company partners across Americas, Asia, Europe and Africa



TRAFFIC
the wildlife trade monitoring network

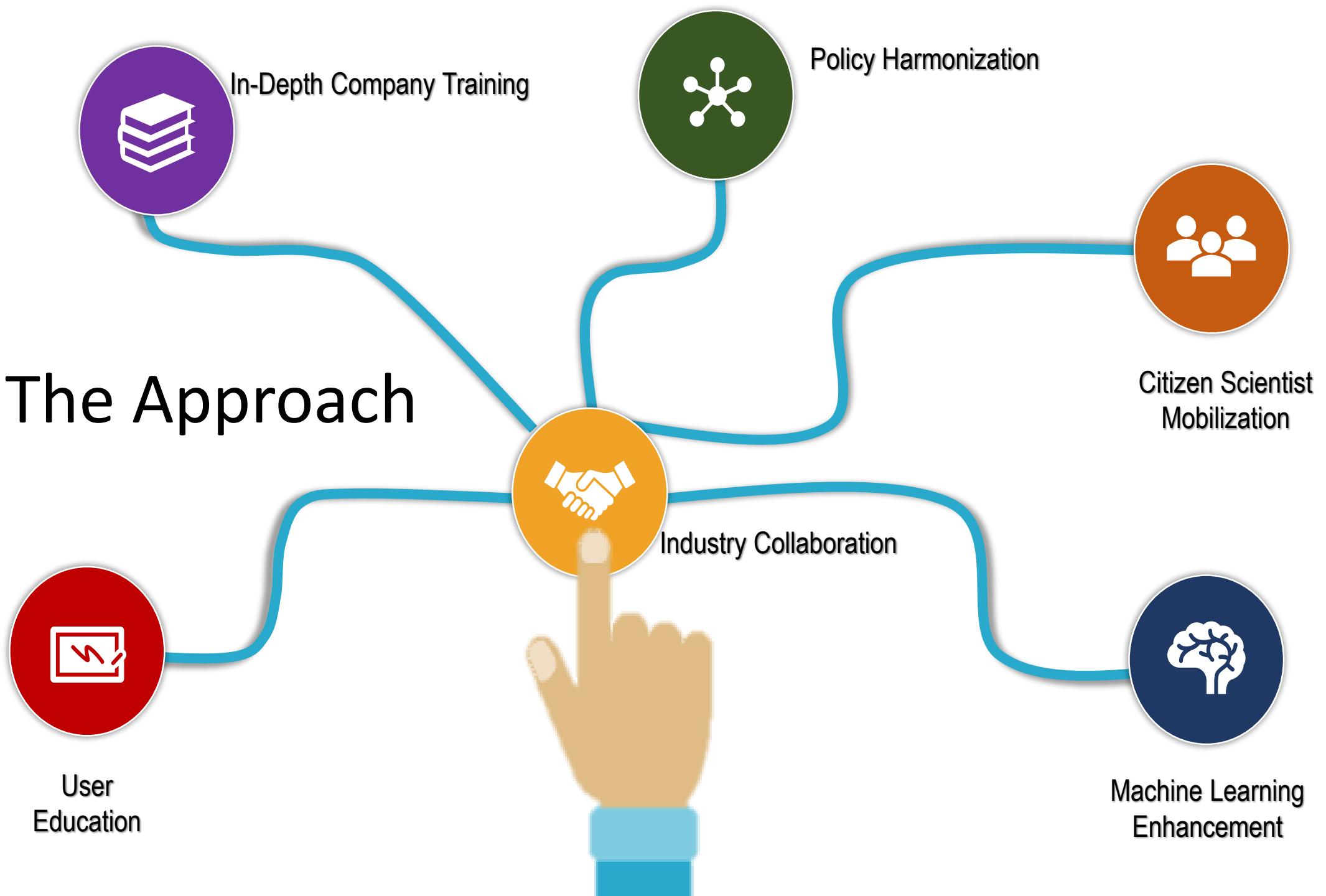


ifaw

**Members Reduce 80%
Online Wildlife Trafficking**



The Approach



Aligning tech companies under one policy



Examples of prohibited live wildlife and their products include, but are not limited to:

- Bears (e.g. Asiatic Black Bear, Giant Panda, Sloth Bear, Sun Bear)**
Products derived from Appendix I listed bear species are prohibited. Sample products include but are not limited to: bear bile, claws, fur, meat, medicine, skulls, taxidermy specimens and teeth.
- Birds (e.g. African Grey Parrot, Falcons, Eagles, Helmeted Hornbill and some other Parrots)**
Live birds, specimens and products derived from Appendix I listed bird species are prohibited. Sample products include but are not limited to: bones, carvings (hornbill casques), eggs, feathers, nests, skulls and taxidermy specimens.
- Cetaceans (e.g. Dolphins, Porpoises, Whales)**
Products derived from all cetacean parts are prohibited (all cetacean species are listed in CITES). Sample products include but are not limited to: ambergris, bones, meat, oil, scrimshaw/teeth and skulls.
- Corals (Elkhorn, Staghorn)**
Products derived from Elkhorn or Staghorn coral are prohibited. Sample products include but are not limited to: decorative items, jewelry and sculptures.
- Elephants (All)**
Products derived from elephant parts are prohibited. Sample products include but are not limited to: raw ivory tusks, figurines (netsuke, okimono), game sets (backgammon, billiard balls, chess, dice), jewelry (bangles, necklaces, pendants), musical instruments (guzo keys, violin bow tips), bags, puzzle box, sculptures, snuff bottles, walking stick handles, **elephant hair**—jewelry, bags, **leather**—belts, briefcases, jewelry, shoes, wallets, **trophies**: head mounts, feet (umbrella sticks), buckets, etc.) and tails.
- Sea Turtles (All)**
Turtle species are listed in Appendix I and the trade in products derived from their parts is prohibited. Sample products include but are not limited to: egg, leather products (boots, belts), meat, and taxidermy specimens.

76% of partners aligned so far

ebay Animals and wildlife products policy

What are the guidelines?

- + Animals
- + Animal parts, pelt or skin
- + Animal traps
- + Flora
- + Hunting or fishing expeditions
- + Ivory or bone
- + Marine mammal items
- + Stuffed birds
- + Turtle or tortoise shell items
- + Other wildlife items that can't be listed

rubylane.com vintage begins here

Does Ruby Lane permit the sale of items made from Ivory or other endangered species?

Ivory and Endangered Species Site-wide Guidelines

- Ivory may no longer be listed or sold on Ruby Lane as of August 17, 2015.
- Antique items made in whole or in part of any species listed in CITES Appendix I must include the following declaration:

"All state and federal documentation and certificates required by law for commercial sale, import or export, have been obtained for this item. Proper legal paperwork will be included with it at shipment."

If the shop owner does not have all the necessary paperwork required by law or they do, but the declaration above is not included in their listing, the item may not remain for sale on Ruby Lane and we may choose to remove the listing.

If you are unsure whether or not the plant or animal-based product you have to sell is made from a species listed in Appendix I, you should check to be sure.

Google

Inappropriate content

- ⊘ Products that may be interpreted as trading in derived from threatened or extinct species
- *Examples:* Sale of shark fins or shark cartilage supplements, elephant ivory, tiger skins, rhino horn, dolphin oil, and elk horn coral, or products containing these ingredients

OfferUp

Prohibited items: Animals

Our policy around animals and wildlife products represents OfferUp's commitment to improving animal welfare in our own communities and in helping to protect threatened and endangered animals around the world.

Live animals are never allowed, including but not limited to:

- Cats
- Dogs
- Fish
- Marine mammals
- Reptiles such as lizards or snakes
- Horses or ponies
- Hamsters, gerbils, rabbits or other pets
- Farm animals such as chickens, goats, pigs, or cows
- Insects

See our full list of prohibited items.

6. Animals



Policy

Posts may not promote the sale of any animals.

Examples

- Animal cages
- Products for animals (toys, collars, etc.)
- Veterinary services
- Grooming services
- Boarding services
- Live animals
- Pets
- Livestock
- Any part, pelt or skin from an animal, including fur

Content that attempts to sell live animals between private individuals.
Do not post:

Etsy

Our House Rules
See to know Etsy's legal terms and policies.

Endangered or Threatened Wildlife Products

An important part of creating a sustainable future is protecting wildlife from extinction. To conserve species that are most vulnerable, Etsy prohibits the sale of products made from endangered or threatened animals as identified by the CITES Appendix I and the US Endangered Species Act.

Some examples of prohibited species include but are not limited to:

- Bears
- Cetaceans (e.g. Dolphins, Porpoises, Whales)
- Chinchillas
- Corals (Elkhorn, Staghorn)
- Crocodilians
- Elephants
- Marine Turtles
- Pangolins
- Primates (e.g. Bonobo, Chimpanzee, Gorilla, Monkeys, Orangutan)
- Protected Birds (e.g. Falcons, Eagles, and Parrots)

Microsoft

Endangered/ Threatened Species Products or Services

Advertising that promotes the trading or sale of products or services derived from endangered or threatened species is not allowed. This Advertising for the sale and shipment of live animals is also prohibited. A few examples are included below. A complete list can be found in [this document concerning wildlife-friendly online trade](#).

- Elephant ivory
- Leopard, tiger, or lion hide/skin
- Live animals such as tortoises or turtles
- Rhino horns
- Sale of tigers or other endangered/threatened animals
- Shark fins
- Whale or dolphin hunting trips

Instagram



More Information About Wildlife Exploitation

Environmental Consideration

Whether you're trying to capture a perfect photo or take a selfie, we encourage you to be mindful of the environment around you. It's easy to get caught up in the moment when you're surrounded by nature's beauty, but making damage to the environment—whether it's walking on wildflowers, moving a nest or carrying sticks—is never worth the trade.

Interactions with Wild Animals

We also encourage you to be mindful of your interactions with wild animals, and consider whether an animal has been illegally poached or abused for the sake of tourism. For example, be wary when paying for photo opportunities with exotic animals, as these photos and videos may put endangered animals at risk.

Instagram works with wildlife groups to identify and take action on photos or videos that violate our community guidelines, such as posts depicting animal abuse, poaching or the sale of endangered animals and their parts.

To learn more about endangered wildlife and exploitation, visit:

- World Wildlife Fund
- Wildlife
- World Animal Protection
- National Geographic

Policy

Policies and guidelines

At Pinterest, our mission is to help you discover and do what you love. To make sure everyone has a great experience, we have a few guidelines and rules.

Endangered species and live animals

We don't allow the advertising of live animals. We also don't allow products made from tortoise shell, ivory, coral, crocodile skin, tiger, polar bear or sea otter fur, and other endangered wildlife. This includes medicinal products made from rhinos, tigers or Asiatic black bears. For a full list of prohibited wildlife products, please visit our partner, the [World Wildlife Fund](#).

Key search words library

English	Swahili	Vietnamese		Chinese
Angle carving	Kifaru	Key Words/Hashtags	Meaning in English	犀角
Angong Niuhang Pill	Pembe	Tê giác	Rhino	犀牛角
black angle	Poda	Sừng tê giác, Sừng tê	Rhino horn	XJ
black plastic		Sừng	Horn	xi角
horn		Mua sừng tê giác, mua sừng tê	Buy rhino horn	Xijiao
powder		Mua bán sừng tê giác, mua bán sừng tê	Sell-buy rhino horn	角雕
raw material		Chạm khắc sừng tê giác, chạm khắc sừng tê	Rhino horn carving	犀jiao
worked material		#Sừng tê	Rhino horn	犀角
		#Sừngtêgiác		黑塑料
<p>Below are search terms that may be associated with the above key words, these can be searched separately or in conjunction with species names above where appropriate:</p> <p>Taxidermy, skin (vel), hair (hare), Foot, Feet, Teeth, Tooth, Horn, Skull, Bone(s) (been). Carcass. Meat. Exotic</p>		#Sừng	Horn	安宫牛黄丸
		#Muasừngtêgiác	Buy rhino horn	安宫
		#muasừngtê		西角
		#Muabánsừngtêgiác	Sell-buy rhino horn	黑角
		#muabánsừngtê		全黑
		#chạmkhắcsừngtê	Rhino horn carving	
		#Chạmkhắcsừngtêgiác		
<p>Use cases: For companies to build or to improve upon existing automated keyword filters; to inform build-out of interstitial program with companies; to reinforce Cyber Spotter training</p>				



Elephant

Rhino

Pangolin

Bear

Marine

Big Cat

Primate

Live Animals

Other Animals



antique	carved faux	deep carving	IVY	natural grained	pre-convention
antique bone	carved ivory	deep graining	□ indian carved	natural material	raw ivory
antique Chinese	carved natural	estate sale	高21 8 ivory	natural substance	raw material
antique ivory	carved netsuke	exclusive	ivorine	netsuke	replica ivory
antique netsuke	carved puzzle ball	exotic material	ivory	not bone	schreger lines
antique tusk	carved tusk	faux	ivory color (ed)	not bone or resin	scrimshaw
asian ivory	cattle bone	faux bone	ivory colored	not man made	striations
bone	Chinese bone	faux bovine bone	ivory colour (ed)	not resin	tusk
bone inlay	Chinese carved	faux ivorine	ivory coloured	okimono	very heavy
bovine 0.7mm 厚: 18.8mm 高: 26.8mm	Chinese deep carved	faux ivory	ivory netsuke	one-of-a-kind	victorian
bovine bone	Chinese ivory	fossilized tusk	IVY	ox bone	vintage carved
carved bone	collectable	graining	mammoth	patina	vintage ivory
carved Chinese	cow bone	hand carved	mammoth ivory	patination	walrus ivory
carved Chinese bone	cross-hatch	hand-crafted carved	marine tooth	posh bone	weight/scales
carved Chinese faux	cross-hatch graining	heirloom	natural grain (ed)	pre-ban	whale tooth

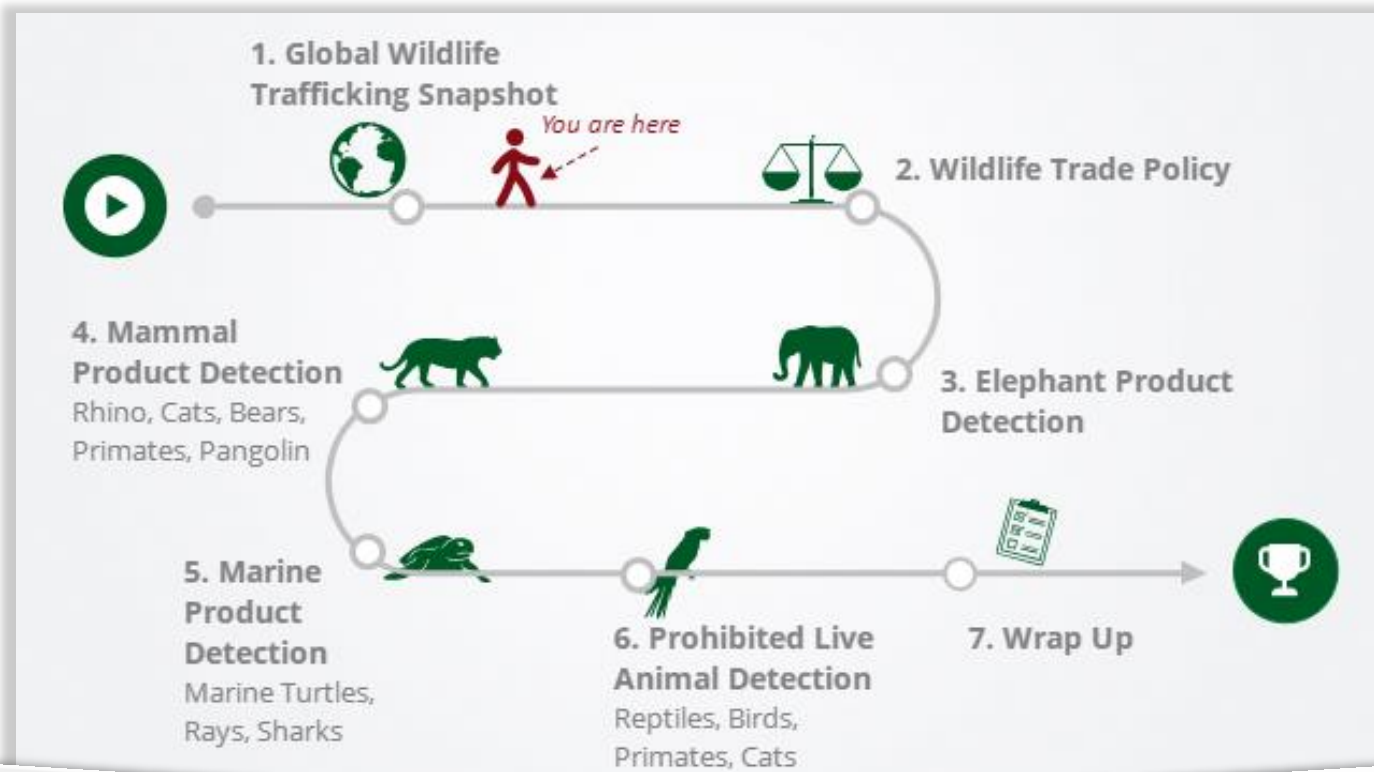
Artificial Intelligence: Automated Detection / Removal





O.W.L.E.T.

(Online Wildlife Learning, Education & Training)



200 company enforcement staff trained, in-person or online

CITES Appendices
CITES **only** protects the international trade of species listed in the CITES Species Appendices!

Click on each Appendix to explore.

Appendix I: Species threatened with extinction that are or could be affected by trade. International commercial trade in these specimens is prohibited.

Appendix II: Species that are not threatened with extinction but whose trade must be controlled in order to avoid over-exploitation.

Appendix III: Species that are not threatened with extinction and whose trade is not controlled, but which are protected against over-exploitation by trade.

Wildlife & Wildlife Products
Click on each icon to view key takeaways and wildlife products for each animal group.

Pangolins

Common products

- Scales, scales, and other keratin products
- Whole and processed scales
- Scales & claws
- Meat
- Tassellings

Special indicators

- Overlapping, smooth, antelope-like patterned scales
- Diamond shaped scales
- Saddle patterning on skin

All of the species and derived products described here should not be advertised, traded or sold on your platform.

Elephant Ivory Vs. Bone

Elephant Ivory

Bone

Click to Learn More About Bone

Suspicious Sellers
The way that a seller communicates their wildlife or wildlife products can be a key indicator in whether they are trying to avoid detection.

Shipping restrictions

Image Cues

Language & Key Words

Price

Fast Ship Tests

Suspicious sellers:

- Require an in-person meeting.
- May not ship to certain states, across state lines or internationally.
- May be based in a different country from the location of the product.
- May promise they can ship worldwide within a few days.

Coalition Wildlife Cyber Spotter Program

In 4 rounds ...

95% accuracy

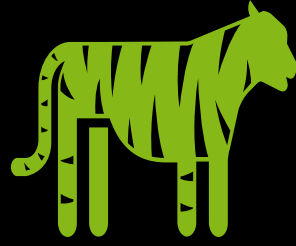
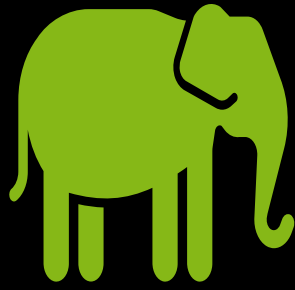
10 online platforms searched

2,200+ illegal wildlife products reported across **6**
key species groups



2017-2019

165,000 ADS
BLOCKED



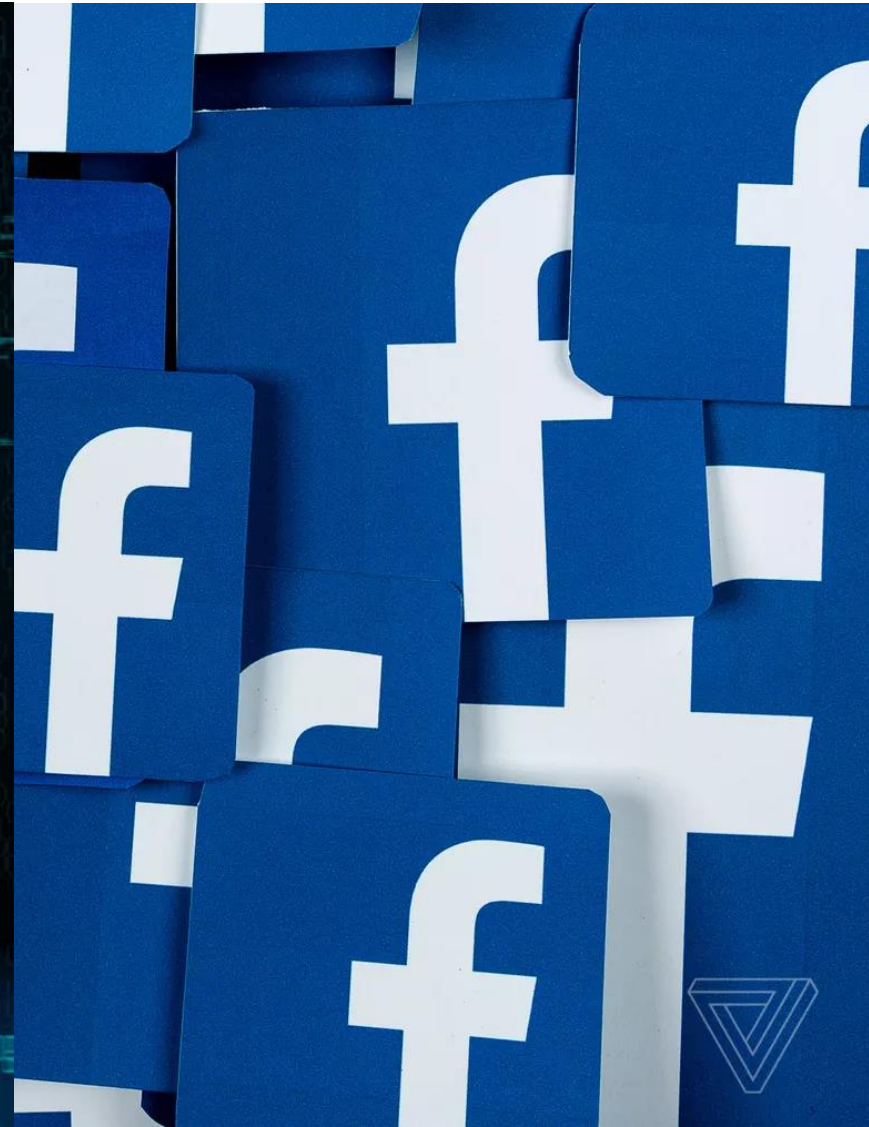
ebay

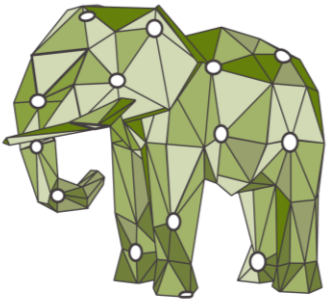


Facebook announces ban on live animals in marketplace and e-commerce pages



The Future: Total Wildlife Bans & Dark Web?





COALITION

TO END
WILDLIFE TRAFFICKING ONLINE

TRAFFIC



WWF

ifaw



Crawford Allan
crawford.allan@traffic.org

Links between Coalition & law enforcement

- **INTERPOL/ IFAW Cyber-enabled Wildlife Crime Workshop**
- **Global Wildlife Cybercrime Action Plan**
- **Funds – Guidelines**
- **EU Commission grant**

Tania McCrea-Steele
International Project
Manager, Wildlife
Crime

@ifaw

tmccrea@ifaw.org

ifaw.org



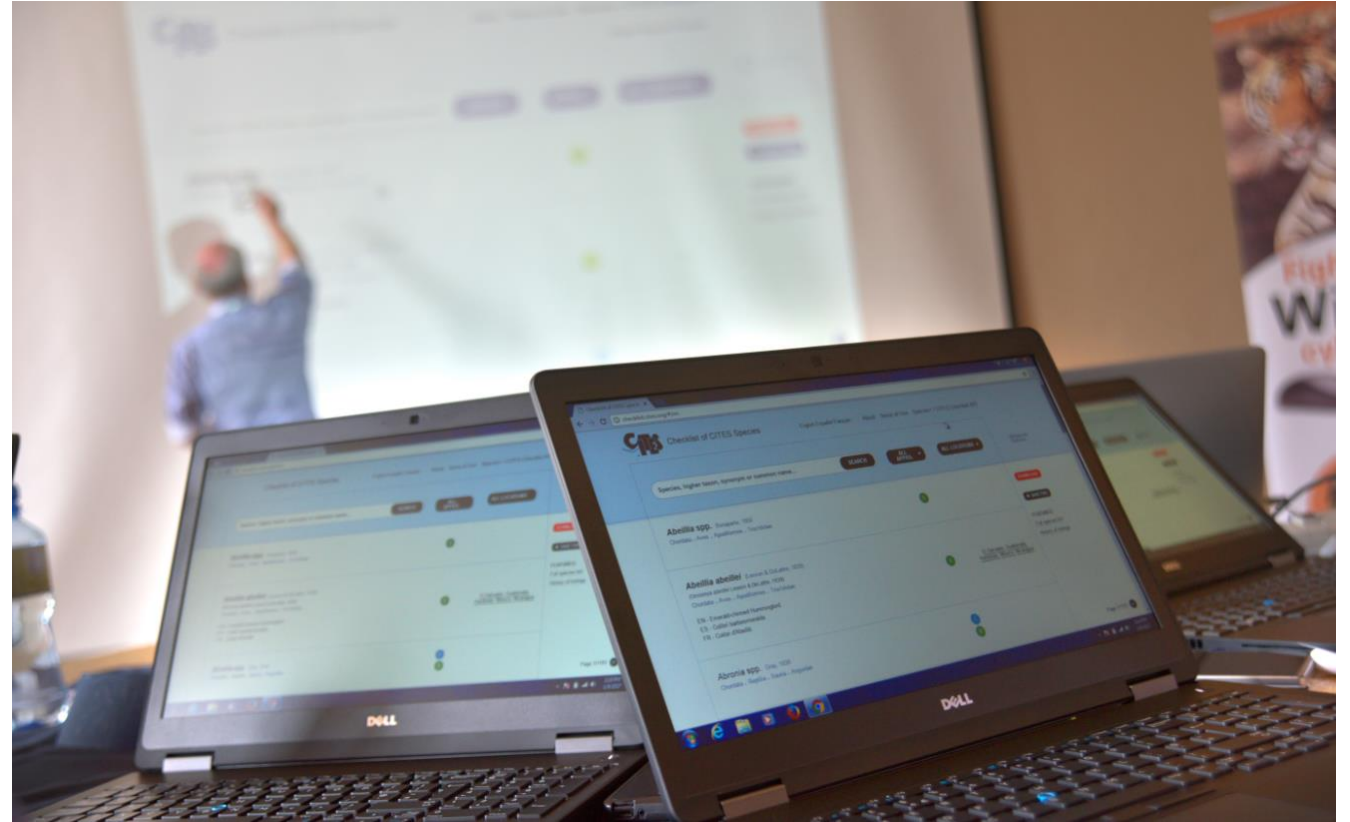
How can the Coalition benefit WENs?

- ▶ Political will = enforcement capacity
- ▶ Disrupt @ scale - bad business for traffickers
- ▶ Host cross-sector workshops
- ▶ Provide information - trends, MO's
- ▶ Channel info to companies



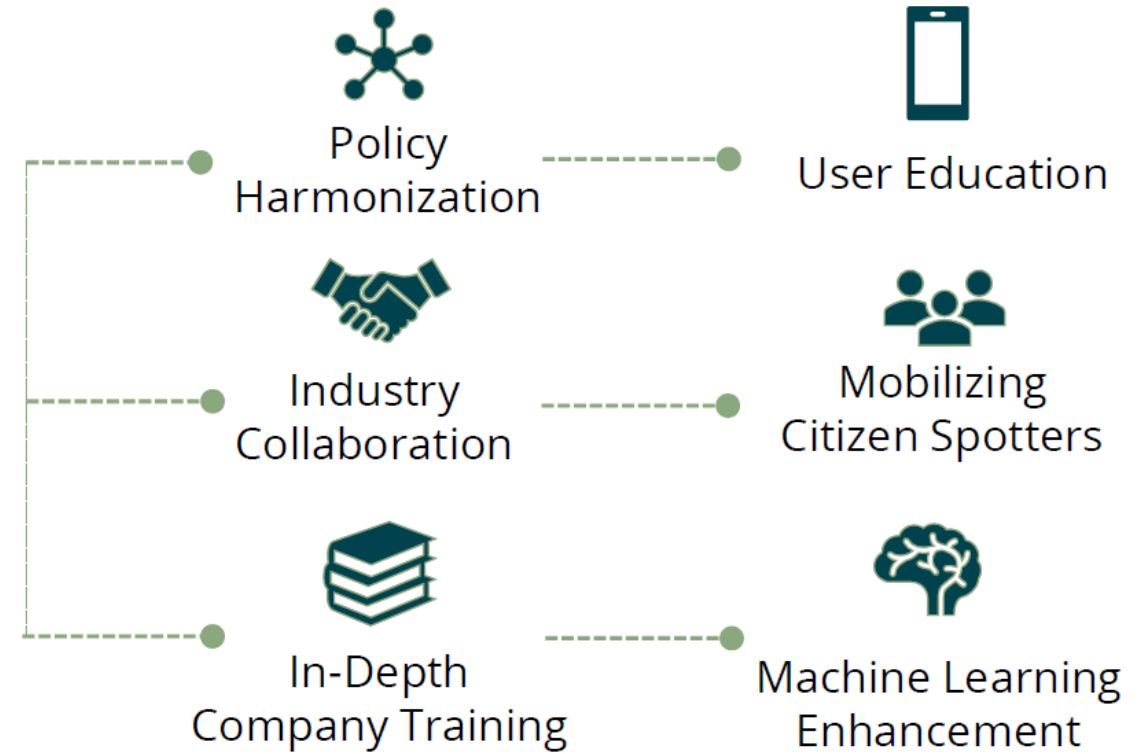
How can the Coalition benefit WENs?

- ▶ Inform trainings
- ▶ Make introductions to companies
- ▶ Improve understanding of company practices – the backend



How can the Coalition benefit WENs?

- ▶ Educate users
- ▶ Identify AI solutions
- ▶ Pass on info on traffickers to companies



How WENs can help achieve the Coalition Goal of 80% reduction by 2020

- ▶ Trainings, investigations and operations
- ▶ Company MOU's/info sharing agreements
- ▶ Provide information to improve company performance
- ▶ Provide info on prosecutions
- links to organised crime, impact of online wildlife trafficking to species survival

Our Mission

The ***Coalition to End Wildlife Trafficking Online*** unites tech companies across continents in partnership with experts at WWF, TRAFFIC and IFAW to reduce wildlife trafficking online by **80% by 2020.**

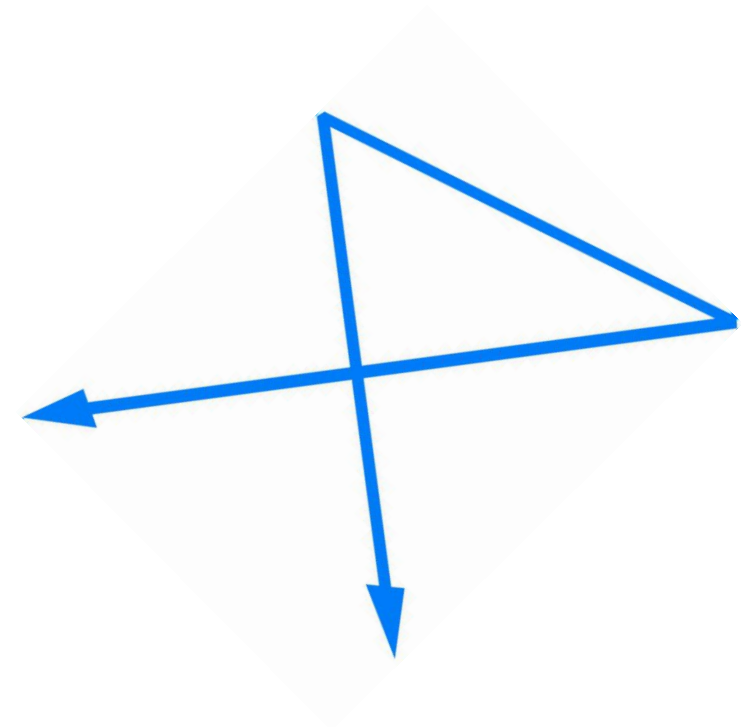
What do YOU need
from *The Coalition to End
Wildlife Trafficking Online?*



Visit: www.endwildlifetraffickingonline.org

Tania McCrea-Steele

tmccrea@ifaw.org



ifaw