Protecting Wildlife by Buying Informed: A Corporate Toolkit

Working together, we can raise awareness, change behavior, and help end the demand for illegal wildlife products around the world.

uswta.org
THE PROBLEM OF WILDLIFE TRAFFICKING

The world’s wildlife and plants are under siege. Over the past four decades, wildlife populations have declined by nearly 60 percent\(^1\) as a result of climate change, habitat loss, and – especially dispiriting – poaching. As World Wildlife Fund’s [2016 Living Planet Report](http://awsassets.panda.org/downloads/lpr_living_planet_report_2016.pdf) explains, “Populations of vertebrate animals—such as mammals, birds, and fish—have declined by 58% between 1970 and 2012.” Indeed, the intentional killing of wildlife to feed market demand for illegal wildlife products has emerged as one of the most acute threats facing some of the world’s most iconic animal populations.

However, over the past couple of years we have seen important progress in addressing the poaching crisis. In the U.S., the recent bipartisan passage of the [END Wildlife Trafficking Act](https://www.whitehouse.gov/sites/default/files/docs/nationalstrategywildlifetrafficking.pdf), along with a [Cabinet-level Task Force](#) that developed a [National Strategy](#) for addressing this crisis, and laid the groundwork to fight against consumer demand for ivory\(^2\), exotic skins, scales, and other animal parts. But to be truly effective, companies must play a significant role by closing off supply chains, helping educate the public, and raising awareness of the need to shut down the markets for illegal wildlife products.

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Why the Travel Industry Should Join our Efforts

Efforts in the travel industry come at a critical time, as wildlife around the world are under threat. From climate change to habitat loss, animals around the world are suffering steep population declines. But in the last decade, illegal poaching has been pushing endangered animals to the brink of extinction. An unprecedented global demand for exotic wildlife products has triggered an industrial-scale killing spree of endangered species like elephants, rhinos, tigers and other endangered animals. Wildlife trafficking is a multi-billion dollar criminal industry. Money from the illegal wildlife trade has been linked to organized crime, drug lords, gangs, and corrupt governments—all at the expense of wild animals, the environment, and our national security.

As animals disappear from the wild, the opportunity to view them decreases. This creates a domino effect across the travel and tourism industry. A recent study has shown that elephant poaching alone is costing $25 million a year in lost tourism revenues. For the animals, this is a matter of life and death. But for many who depend on tourist revenues, it’s a matter of livelihood as well. Ensuring that animals remain in the wild is not only good for the wildlife and ecosystems, but it’s also good for business.

We encourage you to join our coordinated effort to help raise awareness about wildlife trafficking and educate travelers about how to make smart purchasing choices that don’t harm endangered populations. When travelers understand how they can do their part to stem the global demand for illegal wildlife products, we can help save the world’s most iconic species—and help preserve opportunities for future generations to travel and enjoy their grandeur as well.

Alliance Travel Companies Lead the Way

As Alliance members, Adventure Travel Trade Association, American Society of Travel Agents, Carnival Corporation, Cruise Lines International Association, Hidden Treasure Tours, JetBlue Airways, and Royal Caribbean Cruises, Ltd. have made robust commitments to help us educate travelers through ads and printed materials, and champion creative campaigns to raise awareness of the crucial role consumers can play in ending this trade. Their dedication to this work will influence millions and demonstrates the impact you can make to wildlife around the world.


The Alliance

With strong support from the U.S. Department of the Interior, the U.S. Fish and Wildlife Service, and the Task Force, the U.S. Wildlife Trafficking Alliance has been bringing together corporate partners, non-governmental organizations (NGOs), and government entities in a unified, whole-of-society effort to combat wildlife trafficking.

Over the past year, the Alliance’s network of corporate and NGO partners has expanded to include e-commerce giants like eBay and Etsy; fashion and jewelry icons like Tiffany & Co., Richline Group, and Ralph Lauren; and travel industry leaders like Royal Caribbean Cruises, Ltd. and Carnival Corporation. Earlier this year, these companies – and many others – committed to take action to stop the sale of illegal animal products across the globe, and they have made good on their promises. Their commitment to corporate social responsibility is commendable, and is going a long way to show how these actions are good for wildlife and the environment—and good for business as well.

The Alliance receives critical support from leading nonprofits working to protect endangered species around the globe. NGO partners include World Wildlife Fund, Wildlife Conservation Society, National Geographic Society, International Fund for Animal Welfare, Vulcan, Inc. / Paul Allen Foundation, Association of Zoos and Aquariums, Natural Resources Defense Council, and many others committed to fighting the illegal wildlife trade.

In 2016, the Alliance organized a Travel & Tourism Working Group, which includes travel companies, leading non-profit organizations such as World Wildlife Fund and WildAid, and U.S. Government representatives. Together, we have developed this toolkit that provide two ways to help us educate travelers.

Two Ways to Educate Travelers

In the travel and tourism business, every day presents an opportunity to make an impact by educating your travelers about the dangers of wildlife trafficking. Two ways you can help us in the fight against wildlife trafficking are:

Distribute the Contents of this Toolkit
The resources in this toolkit will help spread awareness about wildlife trafficking and help travelers understand the need to “Know Before You Go” and “Ask Before You Buy,” which are critical steps toward reducing the illegal trade of wildlife and wildlife products. The contents of this toolkit must be used as-is, and should be distributed without modification.

Create Your Own Materials
We also encourage companies to create their own materials to educate their travelers about wildlife trafficking. The Alliance and its NGO members are available to collaborate with you on company-specific messaging if you wish to develop materials suited just for your brand. We have provided a few examples below, which are not available for your direct use but are highlighted here to provide ideas for materials your own company might be interested in developing.
Option 1: Distributing the Contents of This Toolkit

Attached in this toolkit are public service announcements, an educational infographic, billboard advertisements, social media graphics, and consumer-targeted pamphlets. Materials attached include:

Brochures and Guides

Know Before You Go / Ask Before You Buy Tri-Fold Brochure

Many consumers remain unaware about which types of souvenirs are appropriate to buy and whether their purchases are legal and sustainable. To help solve this problem, the Alliance, in partnership with World Wildlife Fund, TRAFFIC, and the U.S. Fish & Wildlife Service, have developed a brochure of simple guidelines for consumers to follow when traveling abroad. This brochure is accompanied by a companion wallet-size card and display advertisement (below).

![Image of brochure and tri-fold brochure](image-url)
Know Before You Go / Ask Before You Buy Tri-Fold Brochure (Caribbean)

As a supplementary tool to the overview brochure above, the Alliance, in partnership with World Wildlife Fund, TRAFFIC, and the U.S. Fish & Wildlife Service, has developed a guide highlighting the important tips and information travelers need when visiting the Caribbean. This brochure is accompanied by a companion wallet-size card and display advertisement (below).

Wallet-Size Cards

As a supplementary tool to the above brochures, we have provided wallet-size cards for travelers and tour guides to carry with them “on the go.”
Displays and Posters

**Brochure Display Poster**
A display advertisement is included to accompany the brochures and wallet cards to encourage travelers to take one and learn how they have the power to stop the illegal wildlife trade.

**Illegal wildlife trafficking is more common than you might think.**
Use a Guide for Travelers to get the facts about your travel souvenirs before you buy.

**Billboard Advertisements**
As a continuation of their work on the #StopWildlife Trafficking Campaign, WildAid and the U.S. Fish and Wildlife Service developed the following celebrity ambassador billboards, currently displayed in major airports, malls and transit stations across the country.
PSAs and Infographics

**Discovery Communications “Buy Informed” PSA**
As part of Discovery Communications’ ongoing commitment to protect endangered species and educate the world’s population about the dangers of illegal wildlife trade, in September the company released a powerful PSA at the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Narrated by actor Edward Norton, the PSA is a partnership between Discovery Communications, the U.S. Wildlife Trafficking Alliance, and the U.S. Fish and Wildlife Service. The PSA began airing on Discovery’s U.S. channels in October 2016; locally customized versions rolled out on Discovery’s global networks shortly thereafter.

![Illegal wildlife trade is wiping out species around the globe.](image)

**WildAid & U.S. Fish and Wildlife PSAs to Reduce Consumer Demand**
In 2016, WildAid launched the #StopWildlifeTrafficking Campaign, a joint effort with the U.S. Fish and Wildlife Service. In one of a number of public service announcements that are rolling out across broadcast and social-media channels, the cast of the Walking Dead testifies to the importance of consumer action and denounces the trafficking of illegal wildlife products such as rhinoceros horn and elephant ivory.

A directory of PSAs follows:

Available ads for your use include:
- [Walking Dead PSA](#)
- [U.S. Ivory Free PSA](#)
- [NBA Cares/No Hype](#)
- [Lupita/Orphans](#)
- [Jackie Chan/Tools of the Trade](#)
- [Prince William, Yao Ming, David Beckham/Fatherhood](#)
- [Richard Branson/Nail biter](#)
WildAid/USFWS Wildlife Trafficking in the U.S. Infographic
As a result of WildAid’s continued partnership with the U.S. Fish & Wildlife Service, they have developed a brand new infographic to educate consumers to the full scope and impact of wildlife trafficking. This compelling infographic is accessible at StopWildlifeTrafficking.org

Social Media Graphics
U.S. Wildlife Trafficking Alliance Social Media Graphics
Throughout 2016, the Alliance has worked to develop compelling and eye-catching graphics for social media. These images help to educate consumers who encounter them online and allow our partner organizations to share the #BuyInformed message far and wide. The graphics included in this toolkit can be used by companies to highlight the illegal trade and their commitment to helping the Alliance. However, the Alliance is happy to develop company-specific or branded social media graphics, highlighting relevant species of concern.
TRAVELING ABROAD?

Wildlife trafficking is more common than you might think. Know before you go—and ask before you buy.

**AVOID** These items are generally prohibited from being brought into the U.S.

- All sea turtle and pangolin products
- Ivory, raw and carved
- Fur from tigers, most spotted cats, seals, polar bears and sea otters
- Live monkeys or apes
- Most live birds, including parrots, macaws, cockatoos and finches
- Wild bird feathers and mounted birds
- Medicinals made from rhino, tiger or Asiatic black bear

**ASK** These items may be prohibited from being brought into the U.S.

- Some live snakes, turtles, crocodilians and lizards
- Certain leather products, including some made from caiman, crocodiles, lizards and snakes
- Some corals, coral products and shells
- Certain plants—particularly orchids, cacti and cycads

WWF

U.S. Wildlife Trafficking Alliance
BE INFORMED. BE INFORMED.

www.USWTA.org
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www.USWTA.org
Know Before You Go: World Wildlife: At Sea Edition

This one pager is included in a special edition of WWF’s World Wildlife Magazine, which is provided in staterooms onboard Royal Caribbean cruise ships. A quick-reference guide, it poses a series of questions for guests to consider when making onshore purchases. It addresses a full range of unsustainable goods—from ivory trinkets and coral necklaces to plant products—and suggests sustainable alternatives.
Option 2: Creating Your Own Materials

While we hope you find the contents of the toolkit useful for distribution, we also encourage companies to create their own materials to educate their travelers about wildlife trafficking. The Alliance and its NGO members are available to collaborate with you on company-specific messaging if you wish to develop materials suited just for your brand. We have provided a few examples below, which are not available for your direct use but are highlighted here to provide ideas for materials your own company might be interested in developing.

JetBlue Takes A Stand

JetBlue Airways, in partnership with the U.S. Wildlife Trafficking Alliance and U.S. Fish & Wildlife Service produced a short film that informs travelers of the role they can play in protecting Caribbean wildlife and preserving the region’s ecosystem. The video, which airs on JetBlue flights, is raising awareness about the illegal trade of the Caribbean’s plants and animals, and showing travelers how they can #BuyInformed.

View the film here!

Royal Caribbean and World Wildlife Fund “Know Before You Go” Advertisement
Branding Opportunities
The Alliance’s logo stylistically represents the variety of species at risk of extinction. We’re proud to display it – and would love for you to do the same. We encourage travel companies to consider producing branded products with the USWTA logo:

- Luggage tags, travel bags, sunglasses, passport holders, keychains, sunglasses, sweatshirts and t-shirts
- Logo-embossed coasters in guest rooms, restaurants and bars
- Camping or safari equipment with the Alliance logo
- Branded content and equipment in airport travel stores

How to Use These Materials

Working with our partners, the Alliance has developed educational content to inform travelers about illegal wildlife trade and show how they can be part of the solution. By utilizing these materials, you can play a strong role in educating others about the potential pitfalls they may encounter while shopping overseas. It’s important that consumer education begins early – and continue throughout the journey – to ensure that our message resonates. By taking advantage of these opportunities, consumers will learn, understand, and take seriously their responsibility to “Ask Before You Buy.”

Note: The materials included in this toolkit are to be used without modification. If you wish to develop your own company-branded materials, please contact the Alliance.

Opportunities to share these materials could include:
**Before Departure: “Know Before You Go”**

Smart travelers research and plan their vacation, often discussing their travel with experts and researching information online. By sharing the #BuyInformed message widely before travel begins, you can ensure travelers know what to look out for and how they can play a role in protecting endangered species. Key moments to reach consumers could include:

- A brochure for distribution alongside travel tips and packing lists
- Printed pamphlets provided with retail purchases in airport, cruise ship, or hotel stores
- Pop-up ads appearing when consumers book travel, or check in to flights and hotels
- Printed banners along loading docks, in airport terminals, or check-in booths
- Informative signage at partner locations such as airports, zoos & aquariums, gift stores
- Shared content on company-affiliated social media accounts
- Educational content in promotional emails to consumers

**During the Trip: “Ask Before You Buy”**

Once travelers are en route, there remain plenty of opportunities to offer guidance for sustainable travel. Examples include:

- Wallet cards providing a quick reference for location-specific products
- Educational materials available in member lounges
- PSAs, infographics, television series’ or films appearing on television screens in guest rooms and information kiosks in corridors
- Printed ads in travel-affiliated restaurant and bar menus; or in company magazines
- Printed ads on boarding passes or tickets for company-affiliated events
- On cruise liners and hotels, printed educational pamphlets placed in guest rooms
Thank You to Our Partners!

Throughout their Alliance membership, Discovery Communications, Vulcan Productions, World Wildlife Fund, WildAid, and the U.S. Fish and Wildlife Service have offered strategic guidance and invaluable resources to educate travelers and end the trafficking of wild animals. Without their help, our work would not be possible.

Thank you!

WWF is one of the world’s leading conservation organizations, working in 100 countries for over half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change.

WildAid is a nonprofit organization with a mission to end the illegal wildlife trade in our lifetimes. While most wildlife conservation groups focus on protecting animals from poaching, WildAid primarily works to reduce global consumption of wildlife products by persuading consumers and providing comprehensive marine enforcement.

The mission of the U.S. Fish and Wildlife Service is working with others to conserve, protect and enhance fish, wildlife, plants, and their habitats for the continuing benefit of the American people. We are both a leader and trusted partner in fish and wildlife conservation, known for our scientific excellence, stewardship of lands and natural resources, dedicated professionals, and commitment to public service.

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative subscribers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education.
Contact Us

Interested in learning more, or developing your own unique educational materials to share with travelers? The Alliance is excited to partner with you to develop specialized graphics, pamphlets, PSAs, or other resources that engage your consumers in unique and compelling ways. We’re also here to answer any questions about using this toolkit. For more information, please contact:

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Or, visit our website at www.uswta.org to learn more about our current partners and our ongoing work to fight wildlife trafficking.

Thank you for your work to raise awareness and help save the world’s most magnificent animal populations. We’re looking forward to working with you to identify opportunities to reach your customers with these important messages.