

#WILDFORLIFE

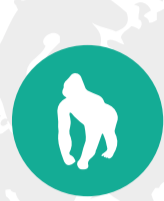
**WILDLIFE CRIME JUST GOT PERSONAL
GIVE YOUR NAME TO CHANGE THE GAME!**

In 2015, the United Nations General Assembly reaffirmed the intrinsic value of biological diversity and its various contributions to sustainable development and human well-being and unanimously agreed a resolution to tackle illicit trafficking in wildlife.

PROTECTING WILD ANIMALS AND ECOSYSTEMS IS GOOD FOR BUSINESS



In 2014, Rwanda mountain gorillas brought **\$304 million in eco-tourism**



In Uganda, every year a live gorilla brings **\$1 million in tourism**



Wildlife brings over \$36 billion to sub-Saharan Africa and contributed over **7%** to the region's GDP

PROTECTING WILD CREATURES AND ECOSYSTEMS IS GOOD FOR HUMAN WELL-BEING



We feel better in beautiful, pristine places



Many people who commit their lives to conservation and pro social work say they have had a **transformational moment** in nature!

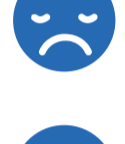


Kids around the world are **inspired by nature's creatures** – there are more stuffed animals – rhinos, elephants, tigers – in world than the live animals they represent

ILLEGAL TRADE IN WILDLIFE IS



putting \$15-20 billion in **illegal profits** into the pockets of criminals annually



causing **human suffering**



theft of **natural resources**



causing loss of **livelihoods** and **biodiversity**



organized **crime** comparable to trafficking of drugs, arms and people



damaging **ecosystems**



pushing many species towards **extinction**



spreading **diseases** such as Ebola

ENDANGERED SPECIES

Many endangered species are protected by law.

However, they are still poached, trafficked and sold in an illegal trade that now threatens their very survival

The unsustainable demand for wildlife and wildlife products motivates opportunistic poaching and harvesting and organized crime

These and many other endangered species need your help



ELEPHANTS



HELMETED HORNBILLS



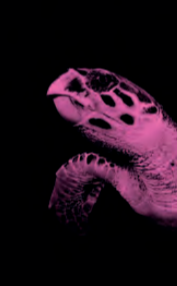
ORANGUTANS



PANGOLIN



RHINOS



SEA TURTLE



TIGER



ROSEWOOD

HELP STOP THE ILLEGAL TRADE IN WILDLIFE! WHAT CAN YOU DO?



Be **better informed** about the status of wildlife and wildlife products



Support governments and local communities to **tackle** the illegal trade in wildlife



Spread the word and encourage others to get better informed



Report crimes when they are witnessed through mobile technology and national hotlines



Work to **reduce human-wildlife conflict** for land and resources at community level by **learning** about volunteer and opportunities to support

Make **individual choices** that don't threaten species such as:



not buying or investing in products from wildlife protected by law



support companies that demonstrate sustainable supply chains and environmentally **responsible policies**

WILDLIFE CRIME JUST GOT PERSONAL!



Take the quiz:
wildfor.life/quiz/



Give your name to change the game by making a personal pledge



Make it your mission to help end the illegal trade in wildlife



Contribute to Sustainable Development Goal 15:



Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of **illegal wildlife products**

