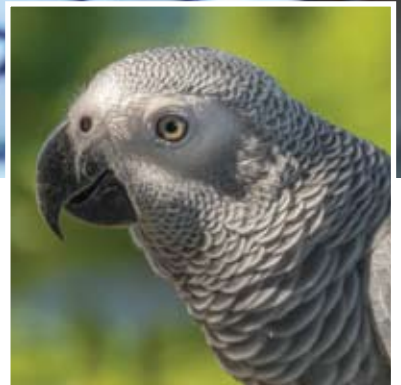
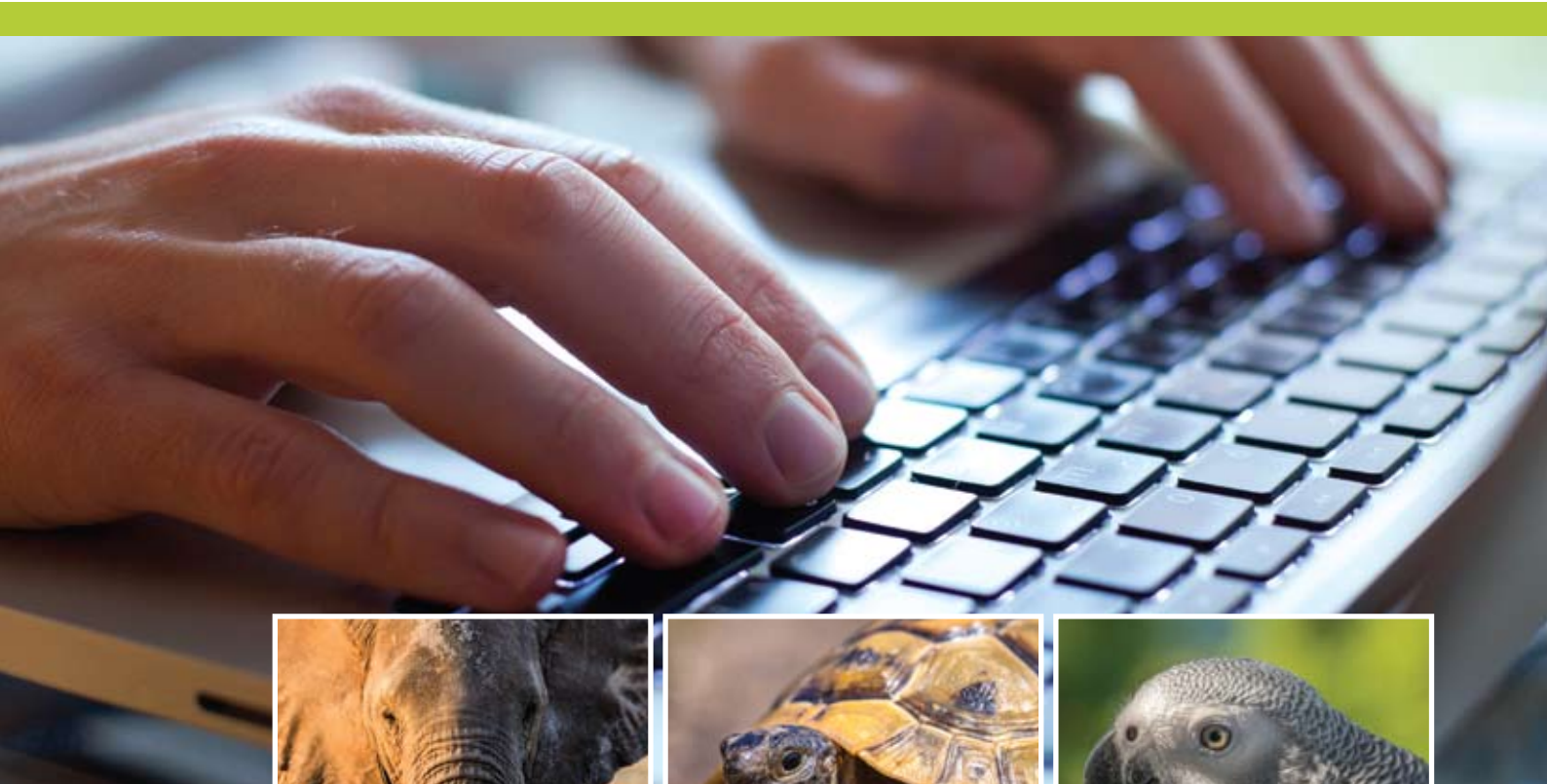


Disrupt: Wildlife Cybercrime



■ Uncovering the scale of online wildlife trade

This report focuses on online wildlife trade in France, Germany, Russia and the United Kingdom. It highlights the scale and nature of the trade in protected live animals and their body parts via online marketplaces and social media platforms, and the threat that this poses to the survival of some of the world's most endangered and threatened species.

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Letter from the CEO

In our efforts to protect animals and the places they call home, the International Fund for Animal Welfare (IFAW) seeks to end the illegal commodification and commercialisation of threatened wildlife species. The illegal wildlife trade represents a multifaceted threat to animal life and must be met with a comprehensive response. That means curbing demand through lobbying and public awareness campaigns, stopping the poaching on the ground, and disrupting the trafficking of these threatened species.

Our work to tackle wildlife cybercrime is a vital part of that process, and grows more important as more commerce is conducted online. The internet provides traders with new ways to profit from illegal wildlife trade, but it also provides us with powerful tools to stop them.

Disrupt: Wildlife Cybercrime is our latest in a long line of research into the challenges and opportunities faced by conservationists, governments and the private sector in our efforts to put an end to wildlife cybercrime.

Because it takes a network to defeat a network, IFAW is committed to bringing key stakeholders together from both the private and public sector. IFAW's team of experts have worked closely with online marketplaces and social media platforms to provide them with the information and training they need to be able to identify and combat criminals who seek to abuse their platforms in order to profit from illegal wildlife trade.

Through our strategic partnerships and expertise, IFAW is able to provide invaluable support in the fight against poachers and those who trade in threatened animal species.

We are thankful for the work of our experts and our partners who believe in our mission as we work towards a world where animals are treated with dignity rather than traded for parts or as live possessions.



Azzedine Downes
President and CEO
IFAW



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Lion

Foreword

Of the many threats to our planet's wildlife, the illegal trade of live animals and their body parts is one of the most inhumane. Animal species – many of which are already threatened by shrinking habitats, human development and global climate change – are increasingly falling victim to illegal wildlife trade. Poachers are chipping away at dwindling rhino populations to meet the demand for 'medicinal' powder and artifacts made from their horns. Grey parrots from the African continent are being captured by hunters and sold as exotic pets. Sophisticated criminal networks are slaughtering elephants to sell the ivory from their tusks to a global market.

Live grey parrots, rhino horn and ivory represent only part of the total number of endangered and threatened animals and animal products we discovered in our most recent research into wildlife trade over online marketplaces and social media platforms in France, Germany, Russia and the United Kingdom.

The internet has transformed the global economy, and illegal wildlife trade has transformed with it. As those who profit from wildlife crime have moved into the online space, IFAW has worked to stop them. Though we have won victories in battles against wildlife cybercrime over the course of almost 15 years, the fight continues.

Disrupt: Wildlife Cybercrime utilises IFAW's extensive expertise researching wildlife cybercrime. During a six-week period, our team of experts identified over 5,000 advertisements spread across more than 100 online marketplaces and social media platforms. Through our work, we catalogued close to 12,000 endangered and threatened specimens worth almost US \$4 million.

Many of the species preyed upon by wildlife criminals are in danger of approaching a tipping point where their diminishing numbers can no longer sustain their populations. Some, such as rhinos, may have already reached that point. Disrupting wildlife cybercrime is a critical component of ensuring the welfare, safety and survival of endangered and threatened animals.



Rikkert Reijnen
Programme Director, Wildlife Crime
IFAW



African grey parrot

Executive summary

The internet is now the world's biggest marketplace, open all hours for buyers and sellers to exchange goods. With such a huge volume of transactions taking place daily, relatively low trading costs and the possibility for traders to hide their identities, the internet provides a vast platform for the sale of both legal and illegal items, including wildlife and their products.

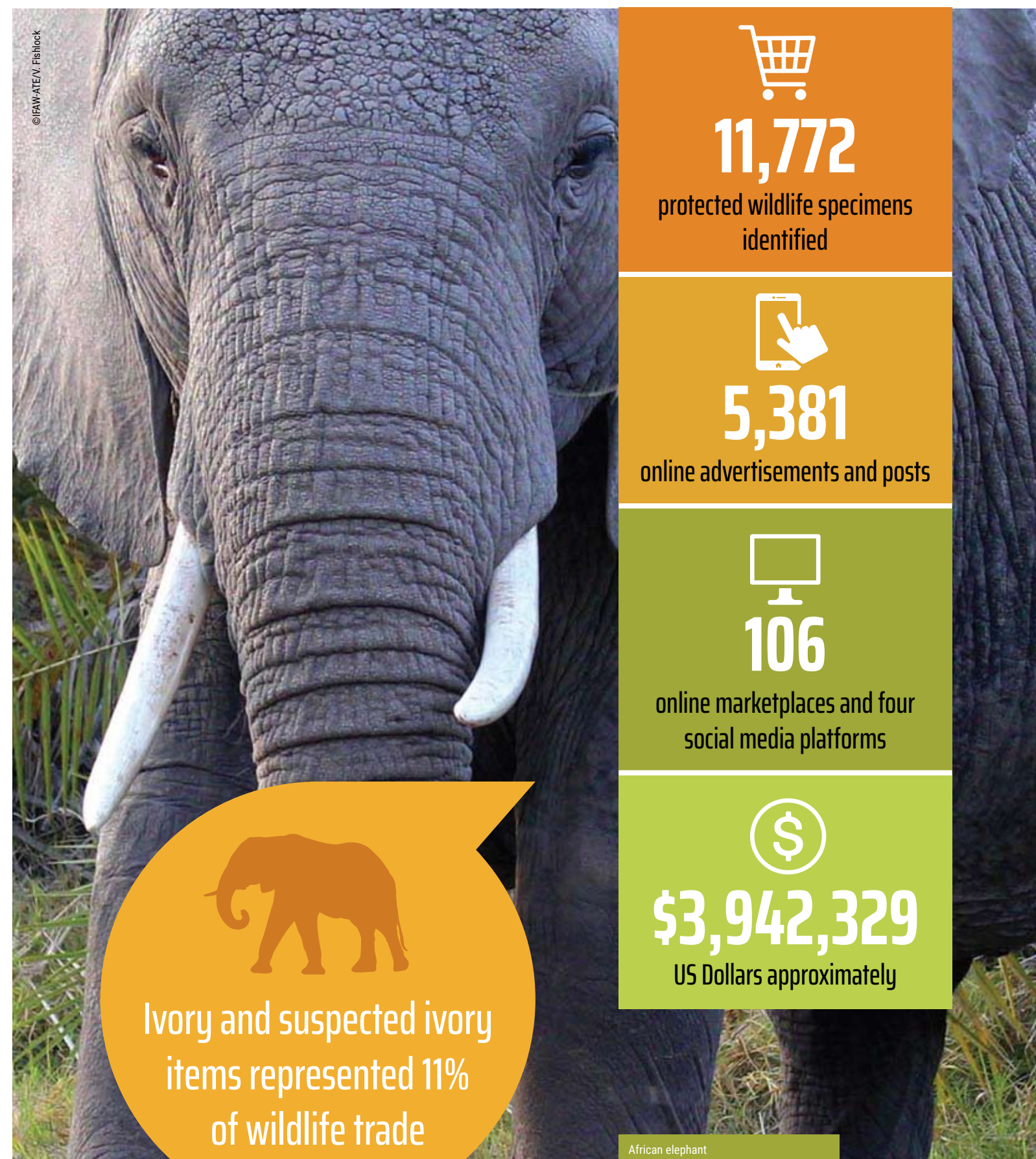
Historically, illegal wildlife trade occurred in traditional offline markets, but the internet has provided new opportunities for wildlife traffickers to reach a vast virtual marketplace where chances of detection are low and profits from selling endangered wildlife can be extremely high.

The International Fund for Animal Welfare (IFAW) has been researching the vast scale of online trade in protected live animals and their body parts for many years. Our latest research report *Disrupt: Wildlife Cybercrime* focuses on online wildlife trade in four countries – France, Germany, Russia and the United Kingdom – and on species that are listed on Appendix I and II of the Convention on International Trade in Endangered Species of Fauna and Flora (CITES) and/or on Annexes A and B of the EU Wildlife Trade Regulations.

Researchers recorded 11,772 endangered and threatened wildlife specimens offered for sale over a period of six weeks via 5,381 advertisements and posts on 106 online marketplaces and four social media platforms, worth approximately US \$3,942,329. In total, as a result of this research, 190 information logs concerning 327 advertisements and posts have been shared with national enforcement agencies for further investigation.

Reptiles were by far the most numerous protected specimens identified, with live tortoises and turtles, in particular, representing 45% of specimens. Almost a quarter of the remaining specimens were birds, followed by ivory and suspected ivory items representing 11%, and then additional mammal specimens including cats, primates, bears and rhinos. A total of 80% of specimens were live animals, demonstrating the popularity of owning exotic animals such as tortoises, parrots, owls, primates and even big cats as pets.

Most of the trade was identified over online marketplaces. Social media platforms, which were researched for the first time in Europe by IFAW, hosted only 6.2% of advertisements and posts. However, unlike traditional online marketplaces, social media platforms are not specifically designed to facilitate online trade, therefore making measuring the scale and nature of wildlife trade across these diverse platforms more challenging.



The rapid expansion of the internet and its transformation of communication and commerce has coincided with increasing pressures on the world's wildlife, including pressure from wildlife trade. In the past decade, more than 7,000 rhinos have been poached for their horns¹. Today, the rhino population is estimated to be as low as around 28,000². It is estimated that more than 20,000 elephants are killed every year for their ivory, with one survey finding that numbers plummeted by around 144,000 between 2007 and 2014³; more African elephants are poached each year than are being born⁴. The African grey parrot was recently uplisted to Appendix I of CITES, thus banning the commercial trade of wild caught birds, after live pet trade and habitat destruction decimated populations in the wild. Before the uplisting, the species was considered the third most internationally traded, wild-harvested bird species with populations in decline in 14 out of 18 range countries⁵. Rhino horn, elephant ivory and live African grey parrots were all identified for sale in this research.

Concerns over trafficking in wildlife pertain not just to negative impacts on sustainability of the species in the wild, but also to the welfare and suffering of individual animals. Before African grey parrots were placed on CITES Appendix I, it was estimated that an average of between 40 and 60% of birds in trade died during capture and confinement before export⁶.

IFAW's work over almost a decade and a half has been instrumental in ensuring that both the public and private sectors recognise and address the threat posed by wildlife cybercrime. During this time, our work has directly led to 15 online technology companies adopting wildlife policies and 21 companies joining the WWF, IFAW and TRAFFIC led Global Coalition to End Wildlife Trafficking Online. This report also outlines the valuable work that leading online technology companies are carrying out to prevent illegal wildlife trade.

Meanwhile the public sector has highlighted the risks that come with wildlife trafficking online through multiple intergovernmental agreements with over 180 governments committing to cracking down on wildlife cybercrime. The issue has gained increased recognition through CITES with the adoption of a strong Resolution as well as Decisions on wildlife cybercrime, and the creation of an international Wildlife Cybercrime Working Group. In the international policy arena, IFAW has brought this issue to the attention of the United Nations World Crime Congress and the G7. In a welcome trend, six governments have either strengthened or committed to improving their legislation to address illegal online wildlife trade since our work started.

Lastly, law enforcement efforts have also increased with international and national operations and investigations addressing illegal online wildlife trade. IFAW has been able to provide support by training more than 100 enforcement officers from six African countries on how to detect wildlife cybercrime.

However, many challenges still remain in monitoring trade in an online environment that is becoming increasingly more complex and diverse, with a growing number of platforms and direct messaging apps, the extensive use of social media and the existence of the hidden part of the internet – the dark net – all offering a myriad of opportunities to trade goods online. As a result, this report finally outlines a number of recommendations for governments, including their law enforcement agencies and policymakers, and online technology companies, highlighting the need for all relevant sectors to work together and create a network to defeat a criminal network.

¹ https://www.savetherhino.org/rhino_info/poaching_statistics

² https://www.savetherhino.org/rhino_info/rhino_population_figures

³ The Great Elephant Census 2016: https://static1.squarespace.com/static/5304f39be4b0c1e749b456be/t/57c71ec12994ca8ea022a952/1472667344389/GEC+Results+Summary+Fact+Sheet+FINAL_8+26+2016.pdf

⁴ https://cites.org/eng/mike_figures2014

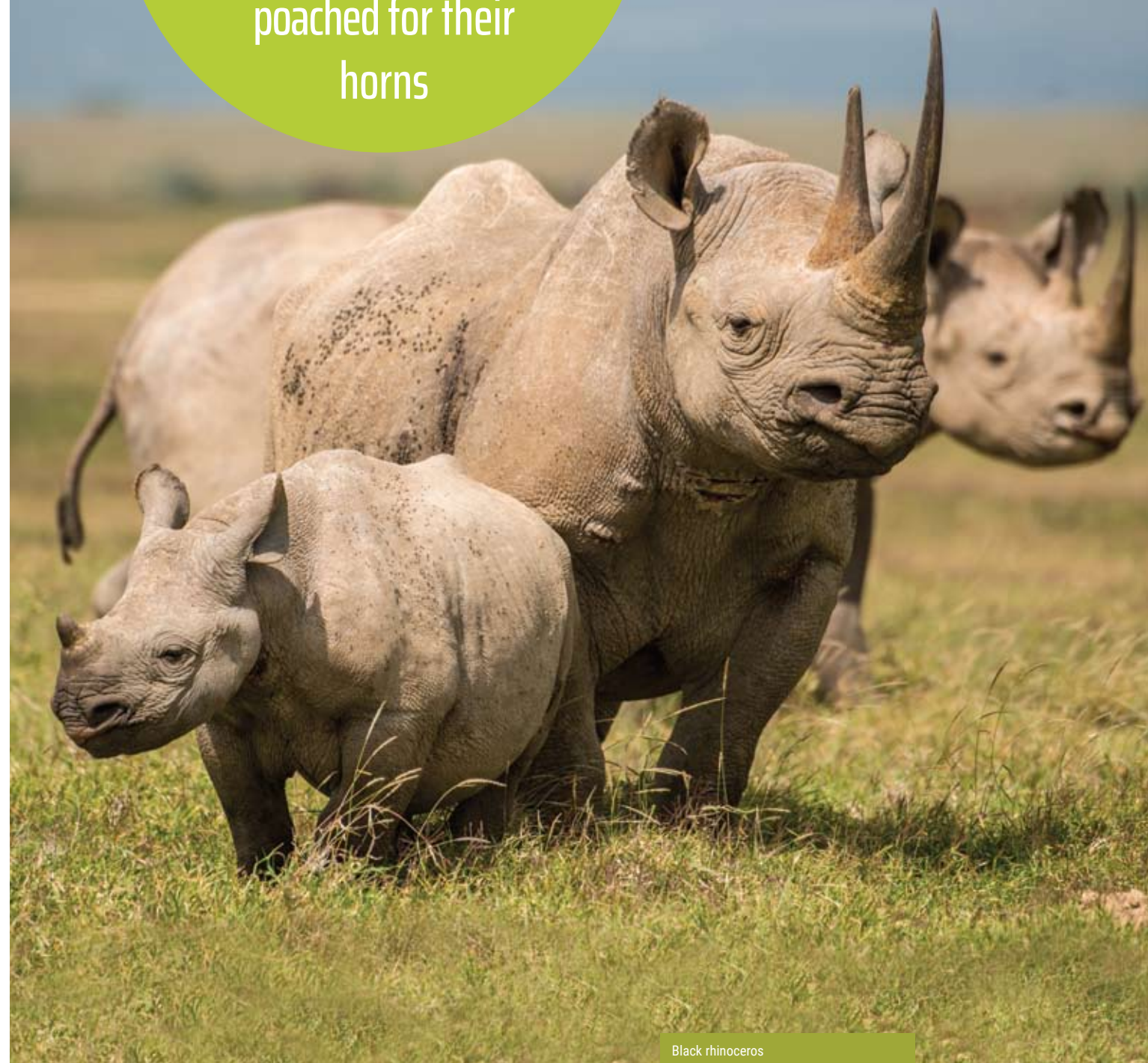
⁵ BirdLife International (2013). *Trade in Africa's Grey Parrots and Timneh Parrots is currently not sustainable*. Downloaded from <http://www.birdlife.org> on 23/02/2018. <http://datazone.birdlife.org/trade-in-africa's-grey-parrots-and-timneh-parrots-is-currently-not-sustainable>

⁶ CITES, 2016, CoP17 Prop. 19, Proposal by Angola, Chad, the European Union, Gabon, Guinea, Nigeria, Senegal, Togo and the United States of America to transfer from Appendix II to Appendix I of *Psittacus erithacus*. <https://cites.org/sites/default/files/eng/cop/17/prop/060216/E-CoP17-Prop-19.pdf>. Page 9



In the past decade more than 7,000 rhinos have been poached for their horns

©IFAW/Barbara Hollweg



Black rhinoceros

Key results at a glance



106

Number of online marketplaces surveyed



3

Number of social media platforms monitored for the first time in Europe



5,381

Total number of advertisements/posts recorded

80%

Live animals for sale



20%

Parts and products



11,772

Total number of protected specimens found for sale



US \$3,942,329

Total cost of all protected items found



Percentage of ivory or suspected ivory specimens



Percentage of reptile specimens found, including turtles and tortoises



190

Information logs provided to enforcers containing details of 327 advertisements/posts for further investigation

Introduction

When the International Fund for Animal Welfare (IFAW) first set out to research wildlife trade over the internet in 2004, online marketplaces had no specific policies governing wildlife trade. There was little awareness of this trade amongst government officials and enforcers, who were prioritising investigations in traditional offline marketplaces.

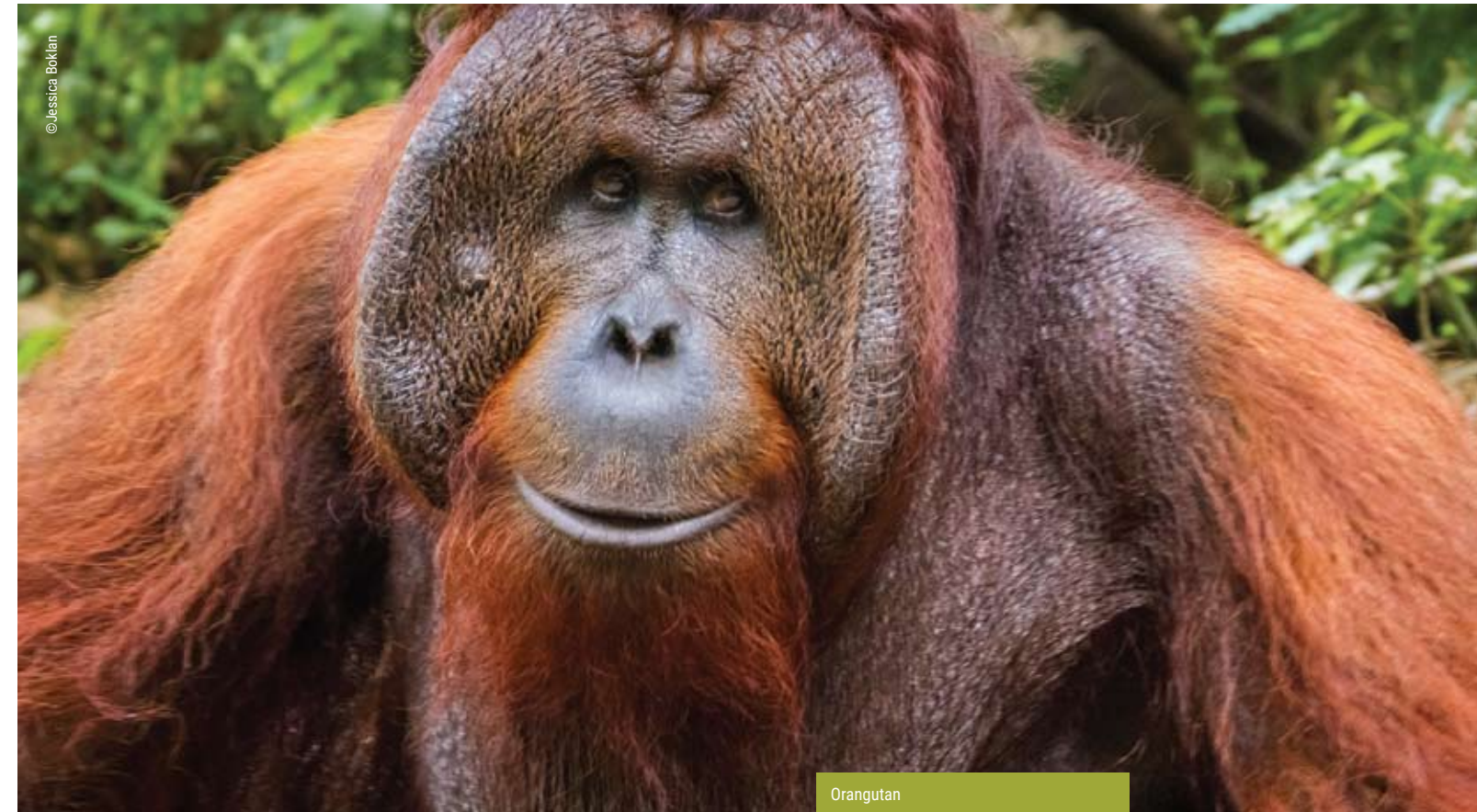
Our first major international report on this issue, *Killing with Keystrokes: An investigation of the illegal wildlife trade on the World Wide Web*, published in 2008, identified 7,122 advertisements offering trade in endangered wildlife in eight countries. Further research in the US, China, Europe, Australia and New Zealand followed, identifying the large number of wildlife specimens freely traded over the world's largest marketplace. Our 2014 report *Wanted - Dead or Alive: Exposing Online Wildlife Trade* identified 33,006 specimens of endangered wildlife and wildlife parts and products for sale in 9,482 advertisements across 16 countries and 280 online marketplaces. Our more recent report *Out of Africa: Biting Down on Wildlife Cybercrime*, published in 2017, identified 9,481 endangered and threatened wildlife specimens across 33 online marketplaces and three social media platforms across seven African countries during a six-week period.

Additional research by TRAFFIC, INTERPOL, the Environmental Investigation Agency (EIA) and the Humane Society International (HSI) has also highlighted the risks posed to wildlife by online trade. INTERPOL's Project WEB (2013), the first international enforcement operation investigating the scale and nature of online ivory trade in Europe, identified 660 advertisements for ivory items during a two-week period on 61 internet auction sites in nine European countries⁷.

Compared to conventional marketplaces, distinguishing legal from illegal wildlife trade is particularly challenging over the internet, especially given the huge amount of electronic traffic. Items for sale cannot be examined in person and

there is usually little, if any, supporting documentation provided, such as Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) certificate numbers indicating that the trade in a protected specimen is legitimate. In every country in the world except one (the Czech Republic), sellers are not required by law to state in an advertisement that such documentation may be required at the point of sale. In addition, items on the internet can be purchased by either domestic or international traders and it can therefore be challenging to identify whether CITES – which restricts international trade – or other domestic legislation governs the sale.

Concerns have been expressed that wildlife traffickers may also be turning to the dark net as a result of enforcement efforts targeting open source sites. The dark net is the part of the internet that is hidden from the surface web and disguises the identity and location of users. Research conducted by the University of Kent in 2016 did not find any wildlife products available for sale over the dark net and concluded that this may be due to a lack of enforcement targeting wildlife cybercrime on the surface web⁸. In 2017, additional research by INTERPOL and the University of Kent⁹ found evidence of some small trade in endangered species with INTERPOL identifying 21 advertisements for rhino horn, elephant ivory and tiger parts¹⁰, and recognised that it is necessary to continue monitoring the dark net to assess whether trade there becomes an emerging threat in the future.



Orangutan

Disrupt: Wildlife Cybercrime focuses on four countries – France, Germany, Russia and the United Kingdom – that had significant levels of trade in our 2014 *Wanted – Dead or Alive* report. Although Africa and Asia have been a historical focus of much enforcement and consumer demand work, we believe it remains important to monitor potential wildlife crime in the European Union, which has been described as 'one of the largest and most diverse markets for wildlife and wildlife products in the world'¹¹, and Russia, which in 2014 hosted a thriving trade in live animals including big cats and primates¹². After identifying social media as an emerging threat, this research also included social media for the first time in IFAW's online research in these countries.

In total, over the six weeks of the study, researchers identified 11,772 protected wildlife specimens offered for sale via 5,381 advertisements and posts in the four countries, worth approximately US \$3,942,329. Of these, 80% were for live animals (rather than parts and products), offered for sale via advertisements and posts on 106 online marketplaces and four social media platforms. In total, as a result of this research, 190 information logs representing 327 advertisements and posts were shared with national enforcement agencies for further investigation.

⁷ INTERPOL Environmental Crime Programme and the International Fund for Animal Welfare. *Report Project WEB: An Investigation Into The Ivory Trade Over the Internet Within the European Union*. February 2013. <https://www.interpol.int/content/download/18681/166715/version/2/file/Project%20Web%20-%20PUBLIC.pdf>

⁸ Joseph R. Harrison, David L. Roberts, Julio Hernandez-Castro. *Assessing the extent and nature of wildlife trade on the dark web*. *Conservation Biology*, April 2016. <http://onlinelibrary.wiley.com/doi/10.1111/cobi.12707/abstract>

⁹ David Roberts, Julio Hernandez-Castro (2017). *Bycatch and illegal wildlife trade on the dark web*. *Oryx*, 51(3), 393-394. doi:10.1017/S0030605317000679. <https://www.cambridge.org/core/journals/oryx/article/bycatch-and-illegal-wildlife-trade-on-the-dark-web/1D3831A8AC7CDF3142EAFD077543CB13>

¹⁰ <https://www.interpol.int/News-and-media/News/2017/N2017-080>

¹¹ TRAFFIC. *Report to the European Commission on the Effectiveness of the EC Wildlife Trade Regulations*. December 2007. <http://ec.europa.eu/environment/cites/pdf/effectiveness.pdf>

¹² Jo Hastie, Tania McCrea-Steele. *Wanted – Dead or Alive: Exposing Online Wildlife Trade*. International Fund for Animal Welfare, November 2014. <https://www.ifaw.org/united-kingdom/resource-centre/wanted-dead-or-alive-exposing-online-wildlife-trade>.

Raising the profile of wildlife cybercrime

The political landscape in 2017 differs significantly from 2008, when our first international report on online trade in wildlife was published. IFAW has witnessed a much deeper engagement on the issue from online technology companies, governments, enforcement agencies and international bodies.

The world's largest conservation forum, CITES, has put measures in place to tackle wildlife cybercrime through the adoption of Decision 17.92 on Combating Wildlife Cybercrime at the CITES Conference of the Parties (CoP) 17 in 2016. The decision seeks to capture changes to legislation, establish best practice models, develop enforcement guidelines and engage with online technology companies. A side event 'Taking a Byte Out of Wildlife Cybercrime' took place at that same CITES meeting, bringing together IFAW and TRAFFIC, leading online technology companies including Tencent of China and eBay, along with government representatives from Kenya and China to showcase strategies for tackling wildlife cybercrime.

In addition, a CITES Wildlife Cybercrime Working Group was established at the CITES Standing Committee meeting in November 2017 to address this issue. The group was heavily subscribed and sees representation from 25 countries across Africa, the Americas, Asia, Europe and the Middle East, as well as from nine NGOs and one IGO.

Wildlife cybercrime is also being increasingly elevated in the international policy arena. In 2015, IFAW presented on wildlife cybercrime to members of the G7 at its annual assembly and at the United Nations Crime Congress. A strong resolution on tackling illicit trafficking in wildlife, adopted by the United Nations General Assembly in September 2017, recognises with concern the growth in online trade and cybercrime in relation to wildlife and the need for innovative strategies and increased intergovernmental cooperation. The African,



Caribbean and Pacific (ACP) region and the European Union (EU) issued a joint statement from their Co-Presidents in December 2017 that expresses their concern about online wildlife crime and urges authorities in their regions to take the necessary measures to combat it. The EU Action Plan Against Wildlife Trafficking also recognises the need to tackle online wildlife trafficking with increased enforcement and capacity building.



Cheetah

The International Consortium on Combating Wildlife Crime (ICWC) – a collaborative effort of five inter-governmental organisations working together to bring coordinated support to national wildlife enforcement agencies, and which includes the CITES Secretariat, INTERPOL, the United Nations Office on Drugs and Crime, the World Bank and the World Customs Organisation – is also working to address the threat of wildlife cybercrime.

¹³ UK Government, Border Force. *Border Force and police fight wildlife crime in global operation*. Published June 19, 2015. Accessed March 03, 2017. <https://www.gov.uk/government/news/border-force-and-police-fight-wildlife-crime-in-global-operation>

¹⁴ INTERPOL. *Anti-wildlife trafficking operation results in global arrests and seizures*. Published March 02, 2017. Accessed March 03, 2017. <https://www.interpol.int/News-and-media/News/2017/N2017-022>

Meanwhile, since our first international report, the governments of the Czech Republic, France and China have added clauses to their wildlife legislation that address the threats posed by illegal online wildlife trade, whilst Portugal has banned all wild animal trade over the internet. The Russian government recently announced its intention to introduce tougher penalties for online trade in rare animals. New UK wildlife trade regulations will come into force in October 2018, which include a new offence for offering items for sale on the internet without displaying an Article 10 (CITES permit) number within the advertisements.

Whilst such increased political will is an important part of the solution in tackling wildlife cybercrime, increased enforcement efforts are also key to ensure that those who break the law are brought to justice and ultimately that the threat of prosecution serves as an effective deterrent. In recent years, there have been a number of international and national operations, cross-border investigations and successful prosecutions on wildlife cybercrime.

In 2015, Operation Cobra 3 – an international law enforcement operation tackling the illegal trade in endangered species – led to more than 300 seizures of animals, plants and derivatives in the UK, the majority of which had been sold online¹³. More recently, in early 2017, the global wildlife crime operation 'Operation Thunderbird', which included investigation of online marketplaces and social media, resulted in the identification of nearly 900 suspects¹⁴.

In conjunction with the Endangered Wildlife Trust of South Africa and Freeland, and with the support of the African Wildlife Foundation and the US State Department, IFAW has trained more than 100 enforcement officers from six African countries on how to detect wildlife cybercrime.

CITES Appendices and EU Annexes

Our research focused mainly on endangered wildlife afforded a high level of protection by CITES.

CITES governs international commercial trade in endangered and threatened wildlife, with 183 member states responsible for transposing the Convention into national legislation to protect wild animals and plants. Today, CITES accords varying degrees of protection to more than 35,000 species of animal and plants.

CITES provisions are implemented in the EU through the European Commission Wildlife Trade Regulations (the 'EU Regulations'), which regulate international as well as internal trade in wild animals and plants in the EU, i.e. within one EU Member State as well as trade between individual Member States. The EU Regulations use Annexes similar to the CITES Appendices but which also grant some species a higher level of protection than does CITES, for example certain indigenous animals.



CITES Appendices/EU Regulations Annexes

CITES - Appendix I/EU Wildlife Trade Regulations - Annex A

Species threatened with extinction and affected by international trade are placed on Appendix I of the Convention and receive the highest level of protection. With a few exceptions, international commercial trade in these species is prohibited. This includes highly vulnerable species, such as some elephant and rhino populations, pangolins, tigers and other big cats, marine turtles and a number of exotic birds. Annex A of the EU Regulations includes all CITES Appendix I species and some CITES Appendix II and III species for which the EU has adopted stricter domestic measures.

CITES - Appendix II/EU Wildlife Trade Regulations - Annex B

Species that are not immediately threatened with extinction but may become so if their trade is not subject to strict regulation are placed on Appendix II of the Convention. International trade in these species requires an export permit for trade between countries. In the case of trade into the EU, the EU's stricter domestic measures also require an import permit. Annex B of the EU Regulations includes all other CITES Appendix II species as well as some CITES Appendix III species.

Permits and certificates are required for trade to and from the EU. A specific certificate is also required for internal EU trade in species listed in Annex A.

Some species, such as elephants, feature on 'split-listings' – i.e. some populations are on Appendix I/Annex A, whilst others are on Appendix II/Annex B. As it is not possible to identify species for sale online to the population level, these items have been recorded in a category of Appendix I/II or Annex A/B.

Throughout this report, EU Member State country trade is summarised in terms of Annex A and B specimens. For Russia, trade is detailed in terms of the CITES Appendices.

Aims and methodology

Disrupt: Wildlife Cybercrime aims to measure the scale and nature of protected wildlife trade over online marketplaces and social media platforms in France, Germany, Russia and the UK.

The research took place over a six-week period in 2017 looking at open-source platforms, namely online marketplaces and social media platforms, where items are freely available to the public. Closed or private Facebook groups, password-protected websites and the dark net were all excluded.

Researchers took an intelligence-led approach, focusing on species on CITES Appendix I/EU Regulations Annex A. They also included additional specific Appendix II/EU Regulations Annex B species, where those species were split-listed (as is the case with elephants) or based on information provided from enforcers in different countries, previous IFAW research and other intelligence that trade in these species may be illegal or could pose a threat to that species in the wild.

Some CITES Appendix III/non-CITES species have been included where they are offered higher protection under EU Regulations Annex A or B.



More specifically, this research aimed to:

- Identify which platforms are being used by traders, in order to support those companies in improving detection of illicit trade and/or introducing policies preventing illegal wildlife trade.
- Support enforcement agencies by identifying information on possible wildlife traffickers, enabling enforcers to initiate investigations or empowering them to improve compliance with the law.

Our report highlights the number of specimens found for sale, as opposed to the number of advertisements/postings, because multiple specimens can be offered for sale in one advertisement/posting and, therefore, specimen numbers better represent the scale of the trade. Where it was unclear how many specimens were offered for sale by a trader, researchers only recorded a quantity of 'one' – thus, the overall number of specimens offered for sale could be much higher than our final recorded figure. An overall summary of the number of advertisements/postings can be found in Appendix II.



Pygmy slow loris

Challenges

Comparing results across countries

Given the diversity of countries, markets, languages and cultures covered in this research, IFAW utilised the expertise of experienced and specialised researchers for each country. Although clear guidelines were provided to all researchers, aimed at ensuring a common and consistent approach, there are variations in country results because of our intelligence-led approach, with research tailored to enforcement priorities in each country.

This means that country data is not always directly comparable, and it is not possible based on this research to rank countries with regards to the scale of online wildlife trade.



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Turquoise dwarf gecko

Scams

As in previous research by IFAW, researchers identified a number of 'scams' that were not included in the results. These are fake advertisements that most commonly offer live birds, primates and cats for sale, aiming to solicit funds from an unsuspecting buyer for something that does not exist. Scam advertisements are often identified through the use of poor language or repeated phrasing, the offering of many different species of animals and eggs for sale or offering specimens that are considerably undervalued, as well as by the use of stock photos. All attempts have been made to identify possible scam traders and to exclude their advertisements from this research.

Identifying species

In many cases, specific species were not identified in the text of advertisements and posts by traders, making it difficult in some instances to assess whether an animal or product was from an endangered species and thus protected by the law. This was particularly the case with many reptile leather products where it was challenging to identify the species from which an item was made. Researchers only included specimens in the results where it was possible to identify the species.

Identifying relevant posts on social media

The number of wildlife trade posts identified by researchers in this report is likely to be a large underestimate of actual specimens for sale on social media platforms. Social media is defined by the Oxford English Dictionary as 'websites and applications that enable users to create and share content or to participate in social networking'. Such applications are focused on communication and, unlike online marketplaces, are not specifically designed to facilitate online trade – although some social media platforms are introducing trading forums. Measuring the scale and nature of wildlife trade across these diverse platforms is much more challenging than on internet sites designed for trade.

Communication over these platforms takes many forms with a variety of different privacy settings. For example, users can communicate to anyone with internet access, to selected 'friends' or 'followers', or via closed groups. Our research is



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Snow leopard

based on openly available information and the researchers did not enter into any closed areas, establish themselves as friends or followers, or engage in any online conversations with traders to conduct this research. Traders may choose to communicate using non-traditional language, and identifying when an item is being offered for sale or sold is also far less clear than over online marketplaces. Researchers were required to be able to provide plausible evidence that an item was being offered for sale in order to include the data in the report. Often determining the location of an item for sale was very difficult. These factors combined made researching these platforms more time-intensive.

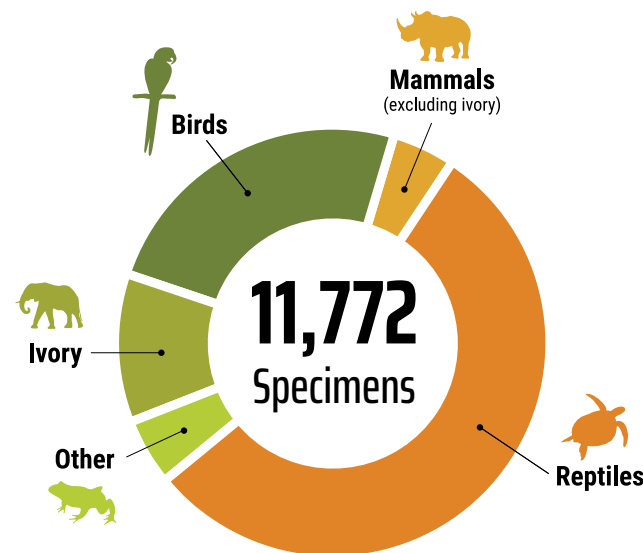
Researchers also noted a number of Facebook posts from individuals who appeared to trade in animals but who were ambiguous about offering specific animals for sale in their posts. IFAW took a cautious approach in such instances and these were not recorded.

Identifying potential illegal trade

It is extremely difficult to determine the legality of wild animals or products for sale online without direct access to the animal or product, and with limited or no access to supporting evidence or documentation. IFAW researchers used a number of indicators to identify advertisements and posts that may have been in breach of legislation or of interest to national enforcement agencies. This included cases where we suspected traders could potentially have been engaged in criminal activity and knowingly breaking the law, and also situations that could mainly be issues of non-compliance, for example, a trader not knowing that a permit to trade in a particular specimen was required.

Results

Species identified

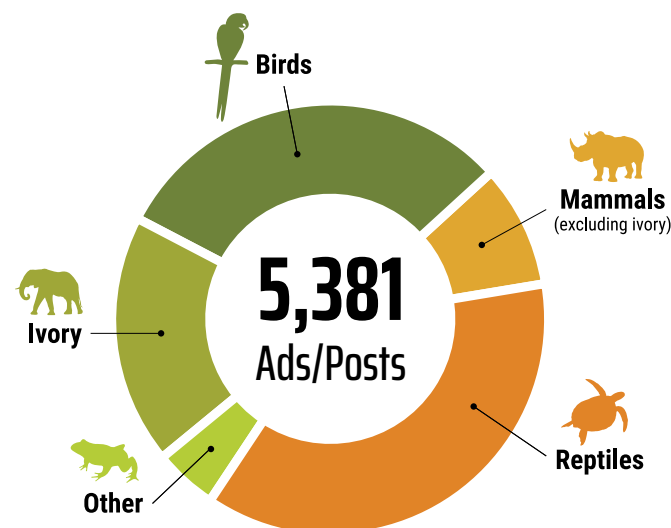


Ivory

Researchers identified 1,288 ivory and suspected ivory specimens offered for sale across 996 advertisements and posts. Ivory represented 19% of trade in terms of the number of advertisements – a similar level of trade in these countries as identified in our 2014 report *Wanted – Dead or Alive*.

Ivory derives from the teeth and tusks of various animals including elephants, hippos, whales, walrus and narwhals. Whilst all other advertisements and posts were logged according to species, it was not possible to do this in every case for ivory and these were therefore recorded in a separate category, as in previous IFAW research. This category also counted a number of 'suspected ivory' items, which include circumstances where traders have apparently used code words to evade site policies that prohibit ivory sales, but where we believe – based on our researchers' expertise, coupled with a number of indicators – that the items are likely to be ivory.

Platforms operating in Germany hosted a much larger number of advertisements with more ivory items recorded for sale during this research period than in the similar survey



we conducted in 2014, whilst the UK has seen a significant drop in ivory advertisements. In Russia and France, the majority of advertisements included items that were openly sold as ivory or containing ivory. In Germany and the UK, many advertisements used code words or vague language to describe suspected ivory items.

EU legislation permits the sale of ivory within the EU as long as it is an antique (i.e., a pre-1947 worked/carved item). Around 50% of advertisements and posts in this survey stated that the ivory items offered for sale were antique or legal (with a much higher percentage in the UK), although less than 1% actually provided supporting documentation such as purported proof of the age of the item or a CITES certificate number.

All elephant ivory and suspected ivory items were recorded in a category of CITES Appendix I/II, or EU Regulations Annex A/B as different elephant populations remain on different CITES appendices. However, we cannot exclude the possibility that a very small number of ivory items that we counted may be from a non-CITES species (such as warthog) if it was not possible to identify from which species the ivory was taken.

IFAW has responded to the recent EU Commission and UK government consultations on potential ivory bans, and included information from this report and from our previous research. Given the levels of worked ivory found in this latest survey, IFAW urges the EU to introduce legislation that bans all commercial trade - both domestic and international - in worked ivory. The EU has already issued guidelines calling for the restriction of trade in raw ivory. The UK government has committed to introducing a comprehensive ban with limited exemptions.

Reptiles

Reptiles make up the largest group of animals found for sale in this research with 6,460 specimens featured in 1,992 advertisements and posts, representing more than half of all specimens for sale.

Turtles and tortoises make up 45% of all specimens identified and include many examples of tortoise species that are believed to be legally captive-bred in Europe such as Hermann's, Marginated and Spur-thighed tortoises. If these species are legally captive-bred and sold within the EU with the correct permits where required, the sales

would not violate CITES or the EU Regulations. Figures for these species were particularly high in Germany and the UK. Researchers also identified 665 lizard, 203 crocodile and alligator, and 253 snake specimens for sale.

Certain reptile products were not included in this research. For example, Nile crocodile specimens were excluded from the German research given the large number of common and legally traded examples of this species in the German marketplace.

With 6,460 specimens, reptiles make up the largest group of animals for sale



Birds

As in previous surveys, birds featured frequently in this research, with 2,881 specimens offered for sale in 1,650 advertisements and posts. Overall, birds were the second most common species group featured across all advertisements and posts in every country studied, representing almost a quarter of the specimens traded.

After turtles and tortoises, parrots were the second most common specimens for sale overall, with 1,775 mainly live animals recorded. Researchers also identified 488 owls for sale, 347 birds of prey and 128 geese, as well as protected species of pheasants, doves, toucans, cranes, finches and mynas.



CITES Appendices		
Number of specimens		
Appendix I	2,572	21.85%
Appendix I/II	1,734	14.73%
Appendix II	7,428	63.10%
Appendix III/non-CITES*	38	0.32%
TOTAL	11,772	100%

* This represents species on Appendix III/non-CITES which have been included in this research, as those species are offered higher protection under EU Regulations Annex A or B.

EU Regulations Annexes for European countries (e.g. France, Germany and the UK)		
Number of specimens		
Annex A	7,852	73.38%
Annex A/B	1,548	14.47%
Annex B	1,300	12.15%
TOTAL	10,700	100%

Mammals

Mammals (not including ivory, as discussed above) represented 5% of the identified specimens, with 591 specimens for sale in 481 advertisements and posts. Over 40% of these were cats including cheetah, leopard, lion and tiger taxidermy, fur and skins as well as live big cats offered for sale in Russia and Germany. Almost half of all cat specimens identified were found on Russian platforms.

Researchers also found 152 live primates for sale, again with the majority found on Russian platforms.

Researchers identified 64 bear specimens, 35 saiga antelopes, 11 rhino products including daggers, ornaments and rhino horn, as well as small numbers of whale, musk deer and non-ivory elephant advertisements offering elephant feet, skin and hair products.

Other

The 'other' category includes 336 specimens of stony corals, both live and parts; 137 fish specimens including 120 seahorses; 23 shark specimens; 18 giant clams and 38 amphibians including salamanders, newts and frogs.

Results tables

Animals and products available for sale

Category	Ads/Posts	Ads/Posts per cent	Specimens	Specimens per cent
Reptiles	1,992	37.02%	6,460	54.88%
Birds	1,650	30.66%	2,881	24.47%
Ivory	996	18.51%	1,288	10.94%
Mammals	481	8.94%	591	5.02%
Coral	181	3.36%	336	2.85%
Fish	29	0.54%	137	1.16%
Sharks	21	0.39%	23	0.20%
Molluscs	17	0.32%	18	0.15%
Amphibians	14	0.26%	38	0.32%
TOTAL	5,381	100%	11,772	100%

Country summaries

Country	No of ads/posts	No of specimens for sale in those ads/posts	Live animal specimens for sale	Parts and product specimens for sale	No of online marketplace platforms surveyed	No of social media platforms surveyed	Information logs provided to enforcers	Value in US\$
France	1,163	1,915	1,043	872	20	1	41	\$829,699
Germany	2,149	6,329	5,768	561	15	3	88	\$1,339,030
Russia	875	1,072	690	382	36	4	46	\$813,351
UK	1,194	2,456	1,885	571	35	3	15	\$960,249
TOTAL	5,381	11,772	9,386	2,386	106	4*	190**	\$3,942,329

* This total figure represents the four social media platforms included in the scope of this research, i.e. Facebook, Instagram, Twitter and the Russian social media platform VK.

** One information log (e.g. files handed over to regional enforcement agencies for further investigation) may represent multiple advertisements; this figure, for instance, equates to 327 advertisements and posts in total.

Online marketplaces

IFAW has been working with online technology companies since 2008 to tackle wildlife cybercrime by encouraging them to adopt policies prohibiting trade in protected species and assisting with the implementation of those policies. A number of high-profile and market-leading online technology companies have introduced bans on endangered species on their sites, with other companies following suit.

On World Elephant Day 2016, seven companies – namely eBay, Etsy, Gumtree, Microsoft, Pinterest, Tencent and Yahoo! – united to adopt a new policy framework that prohibits illegal online trade. The policy framework was developed by TRAFFIC, WWF and IFAW. In March 2018, a total of 21 technology, e-commerce and social media companies including Google, eBay, Etsy, Facebook, Instagram, Microsoft, Tencent, Baidu and Alibaba went one step further and joined forces with WWF, IFAW and TRAFFIC to launch the first ever Global Coalition to End Wildlife Trafficking Online, with the aim of collectively reducing wildlife trafficking across platforms by 80% in 2020. In collaboration with WWF, TRAFFIC and IFAW, each company will develop and implement policies and solutions to help end wildlife trafficking online. A full list of actions taken by online technology companies can be found in Appendix III.

Policies adopted by online technology companies have had demonstrable impacts on trade, with seven out of 22 Chinese online marketplaces banning wildlife trade and IFAW research showing a marked decrease in trade from a peak of 2,399 wildlife listings in August 2015 to only 235 listings in October 2017. Whilst somewhat varying methodology was used by researchers across these studies, a downward trend is clearly evident. Companies have also deleted hundreds of thousands of wildlife listings and removed or blocked suspicious accounts.

Whilst much progress has been made, we recognise that, for many companies, capacity challenges remain. Challenges are also posed by the sheer number of advertisements to monitor and the continued attempts by some traders to evade site policies and prosecution by enforcers. In addition, online technology companies are operating in a broader context in which they must implement multiple policies on a range of subjects and products across vast numbers of posts.

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7 out of 22 Chinese online marketplaces banned illegal wildlife trade

Our research identified where traders were selling their wildlife specimens. This section of the report seeks to put these findings in the context of the efforts being made by online technology companies to clamp down on illegal wildlife trade and, where relevant, the companies' responses to IFAW after we shared the findings of this research with them.

International companies working to combat illegal wildlife trade

As one of the largest online marketplaces in the world, eBay is used by traders in all countries surveyed in this research.

eBay was one of the first online technology companies to introduce a policy protecting elephants by banning ivory trade on its site in 2009. In subsequent years, eBay has demonstrated its commitment to tackling illegal wildlife trade by introducing various additional policies aimed at preventing illegal wildlife trade, adopting a standardised wildlife policy framework and becoming part of the Global Coalition to End Wildlife Trafficking Online. After adoption of the standardised framework, in just one year eBay removed or blocked more than 25,000 wildlife listings that were in violation of its policy. eBay worked with IFAW, WWF and TRAFFIC to train its staff in illegal wildlife product detection techniques. eBay has also called on the European Commission to support a total ivory ban throughout the EU, demonstrating that prevention of wildlife trafficking online remains a key priority for the company. eBay has stated its belief that "these actions can serve as best practice for the industry as a whole, while a



African elephant

©IFAW/Karel Pimslöb

number of different companies and sectors continue to seek ways to prevent the sale of illegal wildlife products"¹⁵. eBay's efforts in recent years resulted in a decrease in ivory sales over eBay sites as identified in our 2014 research in Canada, France and Germany¹⁶.

Our current research identified a number of ivory and suspected ivory items on eBay sites in the countries studied, with many traders using code words or phrases, apparently to imply indirectly that their products were ivory. Very few examples were found on eBay in France. The UK has seen an apparent significant drop in sales of ivory on the eBay UK site since our Wanted – Dead or Alive report. Our research in Germany, however, indicates an apparent marked increase since 2014 of ivory and suspected ivory advertisements, with traders apparently using code words to evade detection¹⁷.

IFAW shared the results of this research with eBay. In response, eBay has confirmed that almost 80% of the advertisements did not lead to sales, and that many of these unsold items were identified and removed by eBay as part of its proactive implementation of the wildlife policy framework. The low rate of sale of these products may mean that, even where sellers were able to evade detection by using certain code words, buyers looking for real ivory products were not finding these listings. We should also note that – notwithstanding the apparent increase in offers of ivory and suspected ivory in Germany – the number of wildlife advertisements recorded across all eBay platforms in the target countries has decreased significantly since our 2014 report. Meanwhile, eBay listings globally for all products have increased enormously over the same time period, demonstrating the impact of positive actions and ongoing cooperation over the last few years.

The international marketplace Etsy.com has also worked in partnership with IFAW and is a member of the Global Technology Coalition to End Wildlife Trafficking Online. After sharing our France and UK data from this report, Etsy verified that its staff monitors had already independently identified and removed many of the Appendix I listings that IFAW had found for sale. Etsy removed the remainder of the Appendix I listings identified by IFAW's research.

¹⁵ Personal communications with IFAW, January 2018.

¹⁶ Jo Hastie, Tania McCrea-Steele. *Wanted – Dead or Alive: Exposing Online Wildlife Trade*. International Fund for Animal Welfare, November 2014. <https://www.ifaw.org/united-kingdom/resource-centre/wanted-dead-or-alive-exposing-online-wildlife-trade>.

¹⁷ Whilst the scope of this research was more expansive than our *Wanted – Dead or Alive* report due to the inclusion of four social media platforms – meaning that researchers' time was now spread across a wider variety of platforms – the research for this report was carried out using a similar methodology and time frame to that used in 2014. We therefore can broadly identify a downward trend in the UK for ivory advertisements on eBay and an increase in Germany.

National online marketplaces

France

In France, leboncoin.fr and NaturaBuy.fr continue to be platforms for a large amount of trade in wildlife specimens, and researchers noted a considerable number of traders openly selling ivory items on both sites. We welcome the introduction of policies banning ivory on both sites since our report *Wanted – Dead or Alive*, and have shared data from our new research to support a stricter implementation of those policies.

IFAW has also shared with leboncoin.fr advertisements that appear to breach its policy prohibiting trade in EU Regulations Annex A specimens, for example advertisements for Annex A parrots and geese as found on the site. We are encouraged by the large drop in the number of African grey parrots available on leboncoin.fr, with few examples found in this research after ongoing increased monitoring and enforcement by the platform. We foresee further collaboration on challenges.

Germany

In Germany in 2015, QUOKA.de participated in a wildlife cybercrime workshop hosted by IFAW and the responsible German ministry and enforcement authorities. QUOKA.de listed the most advertisements as recorded in Germany in this survey. While the majority of these claimed that the items were legal and had appropriate CITES documents, only a small percentage included any verifiable proof of this. We should note that, when researchers first found an advertisement on QUOKA.de and then found the same advertisement apparently duplicated on another German online platform, we only recorded the first finding on QUOKA.de to avoid double-counting specimens. As our research started first with recording the QUOKA.de website, this approach means that other platforms may have had higher levels of trade, but researchers avoided recording duplicate advertisements twice.



IFAW works with 12 online technology companies operating in Europe

IFAW has worked for several years with markt.de on species protection issues and legal requirements, and like QUOKA.de, the company was also a participant in the 2015 wildlife cybercrime workshop. In comparison with other platforms, a large number of advertisements (45% of the total found on the site) included some sort of verifiable proof of the legality of specimens for sale, such as a CITES certificate number or image of relevant documents. Such proof is required by markt.de's policy on trading in wildlife. Markt.de has pledged to remove any of the listings IFAW identified in this survey that are in conflict with its policy.

Ivory bans on QUOKA.de and markt.de appear to be working well, with no ivory advertisements identified on either site.

Since we shared our results with ebay-kleinanzeigen.de, the company has already taken a number of measures. These include providing additional support for staff in identifying forbidden advertisements for particular species; working to ensure follow-up on advertisements reported by users; bringing in new policies restricting trade, for example in taxidermy and corals; and checking for repeat contraventions of policies by the same traders.



Tiger

Russia

Similar to previous IFAW surveys, researchers identified wildlife advertisements over a large and diverse number of Russian sites. As in *Wanted – Dead or Alive*, the classified site avito.ru was at the top of the list in this research, hosting just over half of all advertisements identified. The site prohibits sales of 'Russian Red Book' (or Red-listed) endangered species such as tigers and polar bears – although specimens of both were found on the site – as well as specimens protected by other international conventions signed by the Russian Federation.

UK

In the UK, IFAW is working with Preloved.co.uk. Preloved was the second largest site for trade in the UK identified in this research, with advertisements mainly for live birds and reptiles. Preloved educates its users about responsible pet advertising as a member of the UK's Pet Advisory Group, of which IFAW is also a member, and has created an online CITES guide for traders. No ivory was found on Preloved in this research, after the company introduced a ban following our *Wanted – Dead or Alive* report. Although a large proportion of advertisements stated that their items were legal and many traders did provide CITES certificate details, not all traders complied with Preloved's request for a valid CITES certificate number to be provided in the advertisements for Annex A species. After sharing our findings, Preloved has informed us that it will be bringing in a raft of new measures to ensure that traders adhere to site policies, but we are not in a position to share these until they have been launched.

Social media

Online marketplaces have been and continue to be the dominant mechanism for trading wildlife and their products on the internet. However, as identified in previous IFAW reports, wildlife trade on social media platforms is growing. Such platforms were therefore included in this research, most for the first time in the countries studied.

Although social media platforms only hosted 6.2 per cent of trade identified in this survey, other research illustrates the potential emerging threat that social media could represent to endangered wildlife. In our 2014 report *Wanted – Dead or Alive*, social media platforms and forums in China were responsible for more than half the trade identified as compared to online marketplaces, reflecting a broad change in the online shopping habits of Chinese consumers. Social media platforms have also featured in the news, after a 2016 Wildlife Justice Commission investigation in Vietnam uncovered a criminal network using Facebook and WeChat as part of its operations to sell illegal wildlife products worth US \$53.1 million¹⁸.

Facebook hosted 165 advertisements counted in this research and Instagram hosted an additional 110 posts. Both have become part of the Global Coalition to End Wildlife Trafficking Online and Instagram has recently affirmed its stance against exploitation of wild animals. The company announced that any users searching for posts such as 'selfies' featuring wildlife will be greeted with a message that the company does not support animal abuse and that the sale of endangered animals or their parts is forbidden



Social media platforms
hosted 6.2 per cent
of the trade identified
in this survey

on the platform. Instagram took this step in response to the increasing popularity of animal selfies on its platform, which can be associated with harmful behaviour towards wildlife. Very few relevant posts were identified on Twitter during this research.

Researchers also identified 43 relevant posts on a Russian social media platform with millions of users – vk.com – up from four such posts in our similar survey in 2014.

¹⁸ Wildlife Justice Commission. *Viet Nam wildlife crime investigation: Public Hearing announced*. Published September 15, 2016. Accessed 25 February 2018. <https://wildlifejustice.org/viet-nam-wildlife-crime-investigation-public-hearing-announced/>

Identifying the legality of items for sale

Just over half of all advertisements in this research expressed some claim to legality, for example referencing that their items were antique, that they had a relevant CITES permit or that live animals were captive-bred. The majority of traders offering any additional and verifiable proof of the legality of their items (e.g., a CITES certificate number or a scan of the certificate) were trading on platforms operating in the UK and Germany. This is likely in part due to sites such as Preloved (UK) and markt.de (Germany) having strict wildlife trade policies that require traders to provide additional information in their advertisements.

However, sellers providing purported proof of the legality of their items only make up a small fraction of advertisements overall. IFAW welcomes any online marketplace site policies that require traders to provide further verifiable proof that their items are legal.

In this research, 583 out of the 5,381 advertisements and posts identified offered to sell the items overseas (i.e., for European traders, offering to sell outside of EU Member States; for Russia, anywhere outside the country). Of these, only 374 advertisements and posts had some form of claim to legality and only 35 offered any supporting proof.

In total, 190 information logs of traders representing 327 advertisements and posts have been shared with national enforcement agencies for further investigation of potential illegality.



190 information logs of
traders have been shared
with enforcers for further
investigation

Conclusions and recommendations

Disrupt: Wildlife Cybercrime is consistent with previous IFAW research in finding a large number of live animals and animal products for sale online over a brief period of time, revealing that reptiles, birds, ivory and suspected ivory are all widely available.

Whilst the majority of these items were found on online platforms, social media represents a new area to continue to monitor for trade. It should also be noted that had ‘closed’ groups on Facebook (i.e. those not open to the general public) been included in this research, levels of trade discovered on social media could have been significantly higher.

Our report also reveals the progress that has been made on this issue since IFAW first started to identify the scale and nature of wildlife cybercrime in 2004, and outlines the benefits of a collaborative approach to tackling this issue. IFAW has been working with online technology companies, law enforcers, governments and policy makers, academics and other NGOs to reduce online wildlife trafficking. Put more simply: it takes a network to defeat a network. Such efforts are gaining momentum and, we believe, are reaching a tipping point.

Online marketplaces that have adopted strong policies on wildlife trade are having an impact on trade. Evidence of this positive trend is plentiful in this report, including the reduced number of wildlife specimens for sale on eBay since our last report in 2014, and particularly in ivory on the UK eBay site; the large drop in the number of African grey parrots found on the leboncoin.fr site, after increased monitoring and enforcement by the platform; and the ivory bans working well on a number of online platforms.

However, given the number of protected wildlife specimens identified for sale in this research and the ongoing threat wildlife trade continues to pose to the future of many endangered wild animals, it remains essential that all stakeholders continue to drive work forward to combat online wildlife trade. This is particularly important as the online environment continues to evolve and develop new and diverse ways to facilitate trade, with new threats posed by ‘closed’ communications through social media apps and groups, and with more and more consumers across the globe gaining access to the internet. Criminal behaviour will always adapt to explore new opportunities to trade illegal goods. It is paramount that we all work together to monitor an ever-changing and growing online environment, and to keep one step ahead.

Recommendations

In order to disrupt and dismantle wildlife cybercrime networks, the following measures should be taken:

Stakeholders

- Ensure that online technology companies, enforcers, policy makers, academics and NGOs come together to take a coordinated approach creating cross-sector strategies to tackle wildlife cybercrime.
- Continue to build on current political momentum to tackle wildlife cybercrime, thus ensuring government bodies, including enforcement agencies, have the capacity they need to target criminals operating in this field.

Online technology and social media companies

- Join the Global Coalition to End Wildlife Trafficking Online.
- Introduce policies preventing illegal wildlife trade and provide the necessary capacity, resources and support to implement these policies effectively.
- Improve compliance with the law through communication with users of their platforms to reduce the number of posts placed by members of the public who are uninformed of the law around protected species, but who are not knowingly wildlife criminals.
- Improve customer and user awareness of wildlife poaching and trafficking via platform communication channels.
- Cooperate with academics where possible to develop technical tools that enable improved detection and interception of wildlife cybercriminals.

Governments, including their enforcement agencies:

- Introduce legislation at the national and EU levels that bans all commercial trade - both domestic and international - in worked ivory with limited exemptions.
- Strengthen national legislation to specifically address the threat of wildlife cybercrime.
- Ensure enforcement agencies commit to prioritising wildlife crime and wildlife cybercrime, embedding cyber investigations into wildlife crime operations.
- Allocate sufficient enforcement capacity to detect, disrupt and dismantle wildlife cybercriminal networks.
- Allocate more funding for NGO research into wildlife cybercrime, given that NGOs can act as the watchdogs on this issue and gather baseline data on trade.

Country case studies

France

French researchers identified 1,163 online advertisements and posts on online platforms operating in France; 46% of those advertisements and posts offered ivory or suspected ivory items for sale.

Total EU Annex A online specimens:	899
Total EU Annex A/B online specimens:	839
Total EU Annex B online specimens:	177

Online platforms operating in France offered 1,915 specimens for sale, of which 54% were live animals and 46% wildlife parts and products.

Thriving trade in ivory and suspected ivory products

Ivory and suspected ivory were the most numerous products identified through this research on platforms operating in France, with 738 specimens offered over 532 advertisements, equating to 39% of overall specimens recorded in the country.

Researchers identified a variety of ivory goods for sale including carvings, jewellery and netsukes (small ivory sculptures). They also noted a large number of advertisements for pianos with ivory keys and many advertisements offering knives, daggers, handguns and pistols with ivory and suspected ivory parts. Many advertisements for knives and daggers did not state that the items are antique, although it should be noted that at the time this research was carried out, French traders were allowed, for a limited time, to legally sell new daggers made from ivory imported before 1990.

Almost 40% of advertisements identified as selling ivory and/or suspected ivory contained some claim to legality, e.g. the trader referenced the law or stated that the items were antique. NaturaBuy.fr, identified through the research in *Wanted – Dead or Alive* as a leading website for ivory sales, has since collaborated with IFAW and has seen a drop in ivory and suspected ivory advertisements of over 40% compared to results in 2014. Nonetheless, as 170 advertisements for ivory and products containing ivory were identified on the site in 2017, it appears more can still be done to enforce the site’s policy.

A small percentage of traders used code words to hint at ivory sales, but most ivory identified in this research on the French websites and platforms was sold openly. A change in legislation banning the sale of raw ivory in France, coupled with increased monitoring by online technology companies, has resulted in the absence of any unworked ivory tusks for sale as identified during this research. These were a common feature at the time of *Wanted – Dead or Alive* in 2014. IFAW congratulates France for its stricter regulations



Total number of online advertisements/posts
1,163



Total number of specimens for sale
1,915



Value in Euros
€709,279



Value in US Dollars
\$829,699

Marketplaces/Social media	Ads/Posts	Per cent
www.leboncoin.fr	567	48.75%
www.naturabuy.fr	232	19.95%
www.paruvendu.fr	51	4.39%
www.reptimania.com	50	4.30%
www.btanimaux.com	34	2.92%
www.ebay.fr	29	2.49%
www.parrot4sale.com	26	2.24%
www.uncompagnon.fr	24	2.06%
www.facebook.com	23	1.98%
www.etsy.com	18	1.55%
www.marche.fr	18	1.55%
www.vivastreet.com	16	1.38%
www.pasetonannonce.com	14	1.20%
www.lesparticuliers.fr	13	1.12%
www.mes-occasions.com	13	1.12%
www.enimalia.com	11	0.95%
www.topannonces.fr	10	0.86%
www.marocain.biz	5	0.43%
www.animoz.net	5	0.43%
www.toutypasse.com	3	0.26%
www.animaux.fr	1	0.09%
TOTALS	1,163	100%



Species group	Live animal specimens	Parts and products specimens	Total specimens	Total per cent
Ivory and suspected ivory		738	738	38.54%
Parrots	432	2	434	22.66%
Turtles and tortoises	336	8	344	17.96%
Geese	128		128	6.68%
Lizards	58	3	61	3.19%
Pheasants	42		42	2.19%
Other birds	23	12	35	1.83%
Bears		31	31	1.62%
Cats		20	20	1.04%
Sharks		18	18	0.94%
Pigeons and doves	16	1	17	0.89%
Crocodiles		9	9	0.47%
Owls		9	9	0.47%
Snakes	5	2	7	0.37%
Elephants		4	4	0.21%
Whales		4	4	0.21%
Walruses		4	4	0.21%
Sheep		2	2	0.10%
Sturgeon	2		2	0.10%
Seahorses		2	2	0.10%
Giant clams	1		1	0.05%
Hippos		1	1	0.05%
Wolves		1	1	0.05%
Zebras		1	1	0.05%
TOTAL	1,043	872	1,915	100%

Information logs provided to enforcement agencies

41 information logs were shared with French enforcement agencies with the details of 94 advertisements/posts for further investigation of potential illegality.

regarding the sale of raw ivory, yet the amount of ivory and suspected ivory specimens found in this research highlights that the trade in worked ivory remains significant.

Whilst ivory was by far the most common animal derivative offered for sale, researchers also found 31 specimens of bear species, including bear claw necklaces, skulls and taxidermy, as well as 20 specimens of cheetah, leopard, lion and wildcat skins, taxidermy and teeth products.

Live parrots, tortoises and geese for sale

Parrots were the most common specimens of live animals found being traded with 432 Amazon parrots, macaws and parakeets offered for sale, but with a large reduction in the number of African grey parrots. IFAW has worked with leboncoin.fr specifically to address its sales of this species since the publication of *Wanted – Dead or Alive* in 2014. Again, a combination of increased protection (African greys were uplisted to CITES Appendix I and EU Annex A in 2017) and work by online technology companies has had an impact, with 97 advertisements/posts identified in total in 2017, down from 305 in 2014.

Turtles and tortoises were the second most common species identified, with 336 live specimens including Hermann’s, Horsfield’s, Marginated and Spur-thighed tortoises found for sale. While these are species commonly captive-bred in Europe, only 40% of advertisements referenced that the animals were legal (e.g. that they had a CITES permit or that the animals had been captive-bred). Unlike in the other European countries surveyed, no traders provided any supporting proof of the legality of the sale of these turtles and tortoises, such as a CITES certificate number. The lack of clear references to legality is of particular concern, given that some of these species are known for being trafficked into Europe from areas such as North Africa.

Researchers in France also identified 128 live Annex A Red-breasted and Hawaiian geese for sale, as well as a number of protected pheasant and dove specimens.

Very few posts were identified on social media, with posts recorded only on Facebook, mainly for African grey parrots.

Country case studies

Germany

Researchers in Germany identified 2,149 online advertisements and posts on 18 platforms operating in Germany with more than 6,000 wildlife specimens for sale, the majority of which were live animals.

Total EU Annex A online specimens:	5,419
Total EU Annex A/B online specimens:	258
Total EU Annex B online specimens:	652

A busy market for live reptiles and birds

As with previous research, live animals – particularly tortoises – made up the bulk of specimens for sale on platforms operating in Germany. The most common species offered for sale in Germany by far were 4,053 live specimens of turtles and tortoises, mainly Hermann’s, Spur-thighed and Marginated tortoises, which are commonly captive-bred throughout Europe. Indeed, 799 out of the 892 advertisements/posts offering these species for sale claimed to be legal (e.g. traders stated they were in possession of a CITES permit or that the animals had been captive-bred), with 127 of these actually providing a CITES permit number or some other documentary proof of legality.

Live parrots were also offered for sale in significant quantities, with 761 specimens including African grey parrots (recently uplisted to CITES Appendix I) and a wide range of Amazon parrots and macaws found for sale in 372 advertisements, representing 12% of all specimens found. Researchers also recorded 532 specimens of live lizards including 190 CITES Appendix I Turquoise dwarf geckos for sale, a species IFAW warned about as at threat from German trade in *Wanted – Dead or Alive* in 2014, and at that time not protected by CITES.

Other live specimens for sale included 147 specimens of stony corals, 150 snake specimens including Annex A Dumeril’s boas and a variety of pythons, as well as 18 live cat specimens including live lions, jaguars and leopards. More unusual specimens for sale included nine seahorses, 11 Annex A Kaiser’s spotted newts and seven Common, Red-crowned and White-necked Annex A cranes.

A large rise in ivory sales

Whilst previous IFAW research found very few ivory items for sale on German websites after the successful enforcement of ivory bans by a number of sites, particularly eBay, it appears ivory and suspected ivory items are reappearing on some online marketplaces.



Total number of online advertisements/posts
2,149



Total number of specimens for sale
6,329



Value in Euros
€1,126,809



Value in US Dollars
\$1,339,030

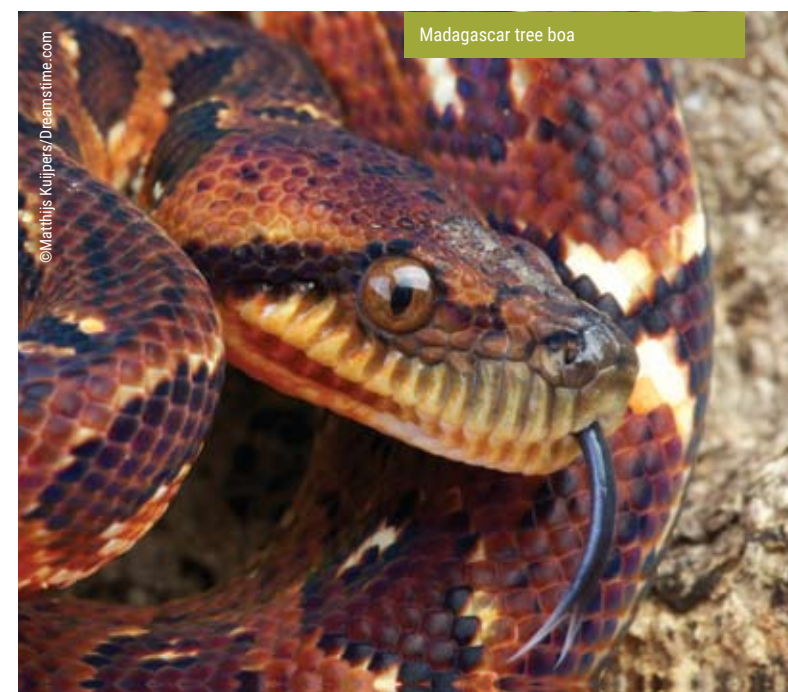
Marketplaces/Social media	Ads/Posts	Per cent
www.quoka.de*	550	25.59%
www.deine-tierwelt.de	403	18.75%
www.ebay-kleinanzeigen.de	349	16.24%
www.ebay.de	238	11.07%
www.terrastik.com	165	7.68%
www.markt.de	105	4.89%
www.vogelboerse.org	81	3.77%
www.facebook.com	60	2.79%
www.parrot4sale.com	40	1.86%
www.papageien.de	32	1.49%
www.kalaydo.de	25	1.16%
www.enimalia.com	24	1.12%
www.dhd24.com	22	1.02%
www.tiere.de	23	1.02%
www.exoticanimal.de	18	0.84%
www.twitter.com	7	0.33%
www.instagram.com	6	0.28%
www.terrastik-anzeigen.de	1	0.05%
TOTALS	2,149	100%

* It should be noted that many advertisements, particularly for live tortoises, that seemed to be offered repeatedly on several different online platforms were only recorded the first time they were identified, to avoid double-counting of specimens. As our researchers started first with researching the QUOKA.de site, this approach means that other platforms may in fact have had higher levels of trade.

Species group	Live animal specimens	Parts and products specimens	Total specimens	Total per cent
Turtles and tortoises	4,053	41	4,094	64.69%
Parrots	761		761	12.02%
Lizards	532		532	8.41%
Ivory and suspected ivory		211	211	3.33%
Birds of prey	26	179	205	3.24%
Snakes	150	1	151	2.39%
Stony corals	147		147	2.32%
Cats	18	43	61	0.96%
Owls	14	41	55	0.87%
Crocodiles and alligators	10	25	35	0.55%
Other birds	19		19	0.30%
Primates	14		14	0.22%
Newts	11		11	0.17%
Bears	1	8	9	0.14%
Seahorses	9		9	0.14%
Giant clams		5	5	0.08%
Asian arowanas	3		3	0.05%
Rhinos		2	2	0.03%
Wolves		2	2	0.03%
Seals		2	2	0.03%
Otters		1	1	0.02%
TOTAL	5,768	561	6,329	100%

Information logs provided to enforcement agencies

88 advertisements/posts were shared with German enforcement agencies for further investigation of potential illegality.



Researchers identified 172 advertisements and posts offering 211 ivory and suspected ivory items for sale, including carvings, sculptures and jewellery. Although researchers identified traders openly selling ivory on several sites, many advertisements featured the use of code words and phrases to evade enforcement of platform bans. No ivory advertisements were found on the sites markt.de and QUOKA.de, both of which prohibit the sale of ivory.

Large numbers of Annex A specimens for sale

Researchers also identified 179 taxidermy and feather items from birds of prey, 43 cat fur coat and taxidermy specimens, and a similar number of turtle taxidermy and tortoiseshell products. They also identified a small number of advertisements offering products that incorporated rhino horn. In total, 5,419 specimens offered for sale across German platforms were from Annex A species.

As IFAW took an intelligence-led approach to this research, common and often legally traded Annex B species were excluded from our priority search terms in Germany, including the Nile crocodile, American alligator and some genera of stony corals. A number of other species were also not included, as they are listed in specific EU or national legal regulations that exempt them from notification to the authorities and/or from the requirement for CITES certificates for commercial sales.

Few posts found on social media

Out of 2,149 advertisements and posts identified by researchers, only 73 were found on the social media platforms Facebook, Twitter and Instagram, with very few found on Twitter and Instagram. It does not seem that publicly accessible social media accounts are widely used in Germany for selling live animals and products. However, researchers have noted a number of specialised ‘closed’ (member access only) Facebook groups, whose names indicate that the purpose of the group may be to trade in live animals, mainly reptiles and exotic birds.

Country case studies

Russia

Platforms operating in Russia hosted 875 online advertisements and posts offering 1,072 specimens for sale, with live animals making up almost two thirds of specimens for sale.

Total CITES Appendix I online specimens:	424
Total CITES Appendix I/II online specimens:	173
Total CITES Appendix II online specimens:	475



Total number of online advertisements/posts
875



Total number of specimens for sale
1,072



Value in Russian Roubles
47,769,574



Value in US Dollars
\$813,351



Ring-tailed lemur

Endangered live animals for sale

Platforms operating in Russia hosted a higher percentage of live animals than of parts or products, with 690 live specimens for sale. As with the survey in 2014, live parrots and primates remain some of the most numerous specimens identified in trade. Researchers identified 132 live parrots for sale, including a variety of CITES Appendix I and II Amazon parrots, cockatoos and macaws.

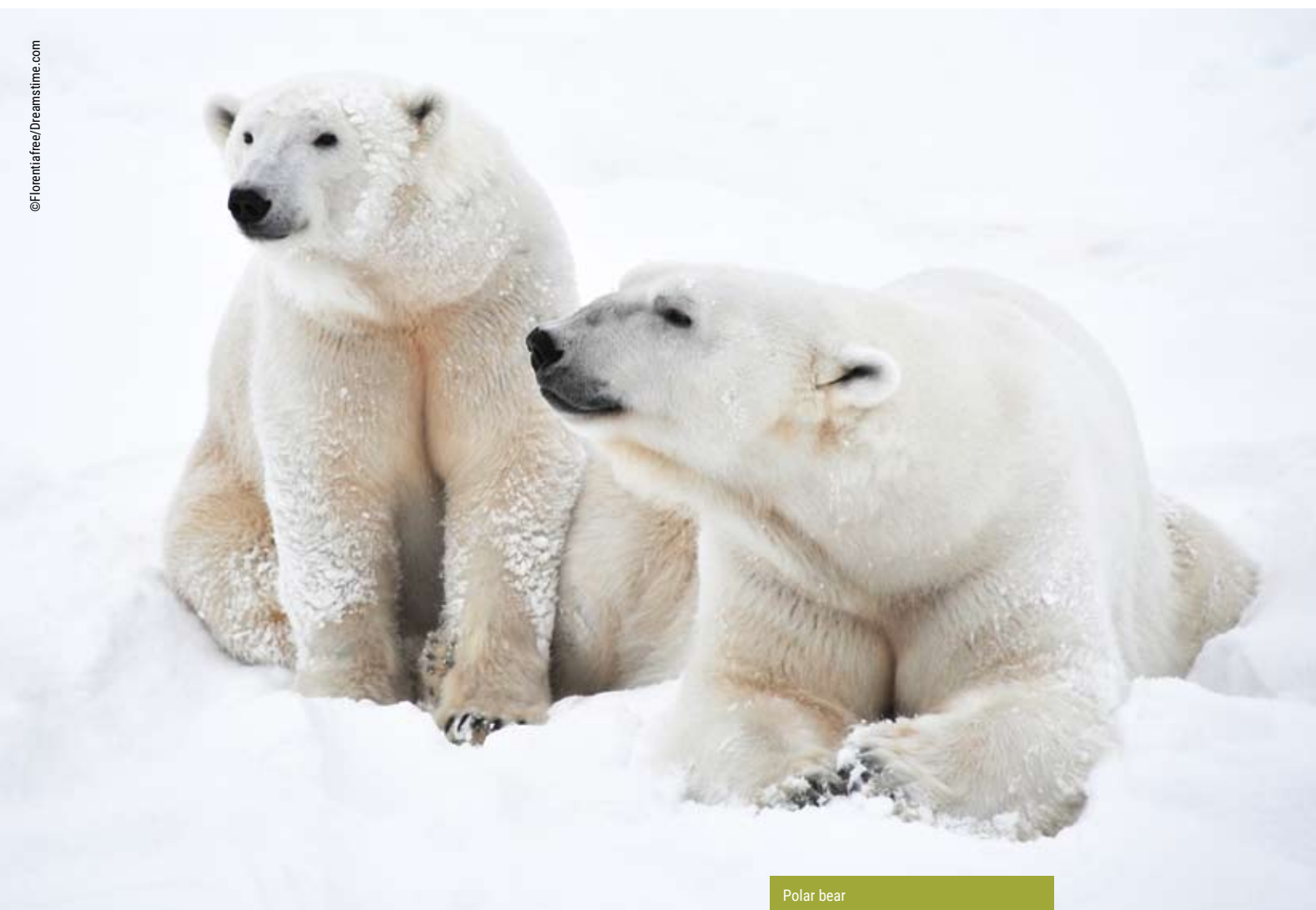
Unlike other countries included in this new research, primates represent a significant amount of trade identified in Russia, with 131 live primates found for sale, mainly species listed on CITES Appendix I, including tamarins, lemurs, slow lorises, marmosets, gibbons and three live orangutans.

Other live animals found in significant quantities included 117 owls, 85 cats (including leopards, tigers, jaguars, caracals and ocelots) and 35 birds of prey including species not identified elsewhere in this research, such as Spanish imperial, Steppe and Steller's sea eagles. Researchers also found Appendix I live wild yaks for sale.

Although the recorded number of advertisements for birds of prey has increased since our 2014 report, researchers did note a reduction in the number of advertisements offering species that are listed in the Russian Red Book (or Red List) of endangered species. This may partly be as a result of the work of law enforcement agencies to shut down sites on which trafficking in rare birds is carried out, and bringing sellers to justice under the Criminal Code of the Russian Federation.

Researchers also identified 96 live turtles and tortoises, including the more unusual Pig-nosed and South Asian box turtles. Russian investigators identified two species of tortoise for sale that are threatened by regional trade. Sixty-five Horsfield's/Central Asian tortoises – a species that is frequently smuggled into the country illegally – were identified in this research. In addition, 9 specimens of Spur-thighed tortoises were also recorded, a species listed in the 'Russian Red Book' of endangered species whose trade is prohibited, and which is not known to be bred in captivity in Russia.

Marketplaces/Social media	Ads/Posts	Per cent
www.avito.ru	476	54.40%
www.instagram.com	57	6.51%
www.сельхозпортал.рф	54	6.17%
www.youla.io	47	5.37%
www.vk.com	43	4.91%
www.drug2.ru	30	3.43%
www.numiland.ru	15	1.71%
www.livemaster.ru	14	1.60%
www.ubu.ru	12	1.37%
www.reptile.ru	10	1.14%
www.all.biz	8	0.91%
www.facebook.com	8	0.91%
www.meshok.net	8	0.91%
www.doski.ru	7	0.80%
www.moskvaprodam.ru	7	0.80%
www.starina.ru	7	0.80%
www.uboard.ru	7	0.80%
www.petsru.net	6	0.69%
www.irr.ru	6	0.69%
www.twitter.com	6	0.69%
www.pc01.ru	5	0.57%
www.petsfunny.ru	5	0.57%
www.zoo-bazar.com	4	0.46%
www.zverenki.com	4	0.46%
Ads found on 16 other platforms hosting only 1-3 ads each	29	3.31%
TOTAL	875	100%



Polar bear

Stony corals and elephant and whale ivory products for sale

Animal parts and products for sale in Russia accounted for just over one third of the specimens identified. The most common items recorded were 125 stony coral specimens. The second most common parts and products for sale were ivory and suspected ivory, with 91 specimens recorded. Most traders openly stated their items were real elephant or whale ivory. Researchers also found 35 saiga antelope horn specimens, a species newly listed in the Russian Red Book, and 11 specimens of polar bear taxidermy and hides.

Other trends identified

As noted in previous research, there is an ongoing trend of traders posting multiple similar advertisements across different websites. Researchers also noted a trend of advertisements offering to sell animals to order, such as primates and exotic birds. This means that traders may not necessarily have the animal or product, but if you place an order, they will source it for you.

In addition, researchers noted advertisements on social media offering the use of big cats for events. Social media overall represented 13% of trade identified in terms of the number of posts, with Instagram hosting 57 posts mainly for live animals, including different species of cats and primates.

Species group	Live animal specimens	Parts and products specimens	Total specimens	Total per cent
Parrots	132		132	12.31%
Primates	131	0	131	12.22%
Owls	117	9	126	11.75%
Stony corals		125	125	11.66%
Turtles and tortoises	96	27	123	11.47%
Cats	85	30	115	10.73%
Ivory and suspected ivory		91	91	8.49%
Crocodiles and alligators	37	9	46	4.29%
Birds of prey	35	4	39	3.64%
Saiga antelopes		35	35	3.26%
Pheasants	18		18	1.68%
Musk deer	0	17	17	1.59%
Snakes	16		16	1.49%
Lizards	14	1	15	1.40%
Bears	2	11	13	1.21%
Whales		12	12	1.12%
Rhinos		5	5	0.47%
Other birds	4		4	0.37%
Seahorses		3	3	0.28%
Yaks	2		2	0.19%
Sheep		1	1	0.09%
Giant clams		1	1	0.09%
Frogs	1		1	0.09%
Goats		1	1	0.09%
TOTAL	690	382	1,072	100%

Information logs provided to enforcement agencies

46 advertisements/posts were shared with Russian prosecutors for further investigation of potential illegality.



Country case studies

UK

Platforms operating in the UK hosted 1,194 online advertisements and posts offering 2,456 specimens for sale, of which more than three quarters were live animals.

Total EU Annex A online specimens:	1,534
Total EU Annex A/B online specimens:	451
Total EU Annex B online specimens:	471



Total number of online advertisements/posts
1,194



Total number of specimens for sale
2,456



Value in British Pounds
£741,676



Value in US Dollars
\$960,249



Barn owl



Blue poison dart frog

Live animal specimens represent more than three quarters of trade

As in Germany, turtles and tortoises were the most common specimens for sale in the UK, with 756 live animals offered in 202 advertisements and posts. Over 60% of these advertisements/posts made some reference to the legality of sale of the animals, although only 45 offered any kind of supporting proof, such as a CITES certificate number. However, this is a huge increase from the single advertisement that offered a copy of a CITES certificate that was identified in our 2014 survey.

Researchers also identified large numbers of birds and owls for sale, with 444 live parrots representing 18% of total specimens. These included a wide range of Amazon and macaw parrots, as well as African greys, recently uplisted to CITES Appendix I/EU Regulations Annex A. Researchers also identified 266 live owls for sale, including many barn owls.

Other live specimens identified include 106 seahorses, 65 birds of prey including kestrels, falcons and hawks, 74 snakes including Dumeril's boas and various python species, as well as various protected pheasants and frogs.

Ivory sales down but traders subverting ivory bans

Whereas ivory and suspected ivory was the most common category of specimens found offered for sale in our comparable UK survey published as part of *Wanted – Dead or Alive*, with 409 advertisements recorded in 2014, the number has halved in 2017. The drop is likely explained by a number of sites having banned ivory sales on their platforms and having increased enforcement. Some traders were still openly selling ivory on some sites, but researchers also identified many examples of traders using code words to disguise ivory and suspected ivory items for sale, particularly on sites prohibiting ivory trade such as eBay.

Crocodiles and alligators made up the second most common parts and products specimens found for sale, including leather goods, taxidermy and skulls of American alligators and a variety of crocodile species. In addition, researchers identified snow leopard, tiger, lion and Geoffroy's cat skin, fur, claws and taxidermy items, as well as polar and American black bear skins, fur and taxidermy, and Annex A otter taxidermy items. They also identified several traders offering rhino horn, including suspected rhino horn 'libation' ornamental cups for sale.

In total, just over half of advertisements made a reference to the fact that their items were antique or legal, with 87 providing additional information to support that claim. The great majority of these were on the Preloved site, which asks sellers to provide a CITES Article 10 certificate number alongside their advertisement when selling protected live animals.

Marketplaces/Social media	Ads/Posts	Per cent
www.ebay.co.uk	279	23.37%
www.preloved.co.uk	242	20.27%
www.birdtrader.co.uk	146	12.23%
www.facebook.com	74	6.20%
www.etsy.com	63	5.28%
www.pets4homes.co.uk	61	5.11%
www.freeads.co.uk	52	4.36%
www.instagram.com	47	3.94%
www.gumtree.com	27	2.26%
www.birds4sale.co.uk	24	2.01%
www.reptileforums.co.uk	24	2.01%
www.birdtrek.co.uk	20	1.68%
www.aquarist-classifieds.co.uk	19	1.59%
www.friday-ad.co.uk	18	1.51%
www.parrot4sale.com	11	0.92%
https://en.shpock.com/	8	0.67%
www.ukclassifieds.co.uk	6	0.50%
www.1stdibs.com	5	0.42%
www.antiquesatlas.com	5	0.42%
www.catawiki.com	5	0.42%
www.mypetzilla.co.uk	5	0.42%
www.pets-classifieds.co.uk	5	0.42%
www.reptiletrader.co.uk	5	0.42%
www.rubylane.com	5	0.42%
www.sellingantiques.co.uk	5	0.42%
Ads found on 13 other platforms hosting only 1-4 ads each	33	2.76%
TOTAL	1,194	100%



Blue-and-gold macaw

Species group	Live animal specimens	Parts and products specimens	Total specimens	Total per cent
Turtles and tortoises	756	22	778	31.68%
Parrots	444	4	448	18.24%
Owls	266	32	298	12.13%
Ivory and suspected ivory		248	248	10.10%
Crocodiles and alligators		113	113	4.60%
Seahorses	106		106	4.32%
Birds of prey	65	27	92	3.75%
Snakes	74	5	79	3.22%
Stony corals	59	5	64	2.61%
Lizards	57		57	2.32%
Cats	2	42	44	1.79%
Salamanders	19		19	0.77%
Other birds	14	5	19	0.77%
Whales		12	12	0.49%
Giant clams		11	11	0.45%
Primates	7	4	11	0.45%
Bears		11	11	0.45%
Asian arowanas	9		9	0.37%
Otters		8	8	0.33%
Elephants (non-ivory)		7	7	0.29%
Frogs	7		7	0.29%
Sharks		5	5	0.20%
Rhinos		4	4	0.16%
Wolves		3	3	0.12%
Sturgeon		3	3	0.12%
TOTAL	1,885	571	2,456	100%

Information logs provided to enforcement agencies

15 information logs representing 99 advertisements/posts were shared with UK enforcement agencies for further investigation of potential illegality.

Social media represents 10% of trade

The number of websites offering wildlife specimens for sale has proliferated in the UK, with 35 online marketplaces reviewed in this research compared to 13 sites surveyed in 2014. The UK had the highest number of posts recorded on social media totalling 125 posts, with Facebook the fourth most popular platform for trade overall in the UK, mainly advertising live animals for sale including tortoises, parrots and birds of prey.



Recent prosecutions in the UK for online wildlife trading¹⁹

In November 2017, the BBC reported that a man was jailed in the UK for attempting to sell rhino horns, elephant tusks and hippo teeth worth up to £2 million (US \$2,710,760) on Instagram²⁰. In January 2018, Get West London news reported a London trader was fined £1,000 (US \$1,390) for offences relating to the illegal export of ivory after police identified the woman offering ivory for sale online via eBay²¹.

¹⁹ These accounts are offered as examples of recent prosecutions reported in the media and are not connected to this research.
²⁰ <http://www.bbc.co.uk/news/uk-england-beds-bucks-herts-41943387>
²¹ <https://www.getwestlondon.co.uk/news/west-london-news/elephant-ivory-ornaments-found-being-14197215>

Appendix I

CITES Resolutions and Decisions on wildlife cybercrime

CITES Resolution Conference 11.3 (Rev. CoP17) and Decisions 15.57 and 17.92-17.96

Resolution 11.3 (Rev. CoP17):

RECOMMENDS that Parties:

- a)** evaluate or develop their domestic measures to ensure that they are sufficient to address the challenges of controlling legal wildlife trade, investigating illegal wildlife trade and punishing the perpetrators, giving high priority to the offer for sale of specimens of species listed in Appendix I;
- b)** establish, at the national level, a unit dedicated to investigating wildlife crime linked to the internet or incorporate wildlife trade issues into existing units that investigate or monitor computer or cyber-crime; and
- c)** establish at the national level a mechanism to coordinate the monitoring of internet related wildlife trade and to provide for the timely sharing between designated contact points in CITES Management and Enforcement Authorities of information that results from these activities;

RECOMMENDS further that Parties and ICPO-INTERPOL:

- a)** submit information to the Secretariat on methodologies used by other agencies that may assist in the evaluation of mechanisms to regulate legal commerce of CITES-listed species via the internet;
- b)** ensure that sufficient resources are directed to the investigation and targeting of illegal internet-related trade in specimens of CITES-listed species;
- c)** use the data acquired during monitoring activities to establish strategies regarding enforcement, capacity building and public awareness; and
- d)** consider ways in which funding may be provided for the establishment of a full-time position, dedicated to e-commerce aspects of wildlife crime, within the General Secretariat of ICPO-INTERPOL. The responsibilities of such a position should include ensuring that all information or intelligence regarding e-commerce is consistently collected and disseminated to the relevant Enforcement Authorities designated by Parties (...).

Decision 15.57 urges Parties to:

- a)** submit information to the CITES Secretariat on best practices and on websites adhering to codes of conduct for posting on the CITES website;
- b)** publish results of scientific research on correlations between use of the internet and the rate of wildlife crime, and share these results with the CITES Secretariat;
- c)** assess the extent of and trends in commerce of CITES-listed species via the internet and submit such information to the Secretariat for analysis; and
- d)** submit information to the CITES Secretariat for analysis on any changes in trade routes and methods of shipment that have been observed as a result of increased use of the internet to promote trade in wildlife.

Decision 17.92 instructs Parties to:

- a)** provide the Secretariat with any changes or updates to domestic legislation that pertain to wildlife cybercrime as well as any other relevant domestic measures;
- b)** provide the Secretariat any best practice models that pertain to regulation of online marketplaces and social media platforms, including enforcement protocols; and
- c)** seek input from purveyors and owners of online marketplaces and social media platforms for the purpose of sharing any relevant information with the Secretariat.

Decision 17.93 directs the Secretariat to:

- a)** subject to available resources and where appropriate, engage with relevant social media platforms, search engines and e-commerce platforms to address illegal international trade in CITES-listed species through these platforms, and raise awareness of the conservation plight of CITES-listed species affected by illegal trade;
- b)** in its enforcement-support role, provide assistance and expertise regarding wildlife cybercrime enforcement operations and investigations;
- c)** share on its e-portal any information received from Parties, the International Consortium on Combating Wildlife Crime (ICWC), and other experts regarding domestic measures to address wildlife cybercrime and any relevant best practices, manuals, or guidance, including any information provided by Parties pursuant to Decision 17.92;
- d)** engage with INTERPOL on efforts to combat wildlife crime linked to the Internet, and invite INTERPOL to consider establishing capacity, at the INTERPOL Global Complex for Innovation in Singapore, to support the efforts of Parties to combat such crimes, and to develop guidelines for Parties on how to combat wildlife crime linked to the Internet more effectively;
- e)** liaise with ICCWC regarding best practices and model domestic measures for addressing illegal e-commerce and wildlife cybercrime; and
- f)** report on its discussion with INTERPOL and ICCWC at the 69th and 70th meetings of the Standing Committee, and subsequently at the 18th meeting of the Conference of the Parties.

Decision 17.94 directs the Standing Committee to:

The Standing Committee, at its 69th meeting, shall form a working group on wildlife cybercrime that includes both producer and consumer countries and those with large internet companies, non-governmental organizations with expertise, lawyers, and other relevant experts.

Decision 17.95 directs the Standing Committee to:

The working group shall work intersessionally, reporting to each Standing Committee meeting prior to the 18th meeting of the Conference of the Parties, and preparing, if appropriate, a draft resolution for presentation to the 18th meeting of the Conference of the Parties.

Decision 17.96 directs the Standing Committee to:

The Standing Committee shall consider the reports of the Secretariat in accordance with the provisions of Decision 17.93, paragraph f), as well as any other information presented to the Standing Committee and, if necessary, make recommendations for consideration by the Parties at the 18th meeting of the Conference of the Parties.

Appendix II

Table of advertisements and specimens found

Quantity of animal advertisements and specimens recorded in the course of this research, broken down by species.

	Specimens	Advertisements
Ivory		
Ivory and suspected ivory	1,288	996
Amphibians		
Salamanders	19	4
Newts	11	3
Frogs	8	7
Mammals		
Cats	240	182
Primates	156	123
Bears	64	59
Antelopes	35	27
Whales	28	25
Musk deer	17	17
Rhinos	11	10
Elephants (non-ivory)	11	11
Otters	9	9
Wolves	6	6
Sheep	3	3
Walruses	4	4
Yaks	2	1
Seals	2	1
Goats	1	1
Hippos	1	1
Zebras	1	1

Please note: one single advertisement may offer multiple and different kinds of animals for sale, which poses a challenge when representing data in the table. Multiple species offered in one advertisement are clearly represented in the 'Specimens' data column in the summary tables, but may be under-represented in the 'Advertisements' column, as we have had to select just one species to represent each advertisement.

Appendix III

Online technology company policy adoptions

Changes made to online technology company policies following collaboration with IFAW:

- In March 2018, 21 technology, e-commerce and social media companies in collaboration with WWF, TRAFFIC and IFAW joined the first ever Global Coalition to End Wildlife Trafficking Online. As members of this coalition, technology companies pledge to work together to collectively reduce wildlife trafficking across platforms by 80% by 2020. In collaboration with WWF, TRAFFIC, and IFAW, each company will develop and implement policies and solutions to help end wildlife trafficking online. The founding members of the Global Coalition to End Wildlife Trafficking Online are Alibaba, Baidu, Baixing, eBay, Etsy, Facebook, Google, Huaxia Collection, Instagram, Kuaishou, Mall for Africa, Microsoft, Pinterest, Qyer, Ruby Lane, Shengshi Collection, Tencent, Wen Wan Tian Xia, Zhongyikupai, Zhuanzhuan and 58 Group, convened by WWF, TRAFFIC and IFAW.
- In July 2017, Rakuten, Japan's largest online marketplace, banned ivory trade after a public campaign led by the Environmental Investigation Agency (EIA) with support from IFAW and other NGOs.
- On World Elephant Day 2016, seven companies - eBay, Etsy, Gumtree, Microsoft, Pinterest, Tencent and Yahoo! - adopted a global, standardised wildlife policy framework drafted by TRAFFIC, WWF and IFAW that simplifies shopping guidelines for consumers, identifies prohibited products, and eliminates the loopholes that make it easy for criminals to traffic wildlife online.
- In May 2015, Tencent, owner of WeChat and QQ, launched 'Tencent for the Planet. Say No to Illegal Wildlife Trade' which includes the commitment to educate users on all of its microblog platforms about species conservation and to stigmatise wildlife trade; build monitoring capacity of Tencent staff with wildlife conservation and species identification knowledge; and remove infringing listings on WeChat.
- Following the publication of IFAW's *Wanted – Dead or Alive* report in 2014 in France, the leboncoin.fr site introduced a ban on ivory and a requirement for traders to include CITES permit information in advertisements, naturabuy.fr banned the trade in raw and worked ivory, and marche.fr site banned the sale of CITES-protected species.
- Also as a result of *Wanted – Dead or Alive*, the UK's Preloved classifieds site introduced policies on wildlife trade that require Article 10 numbers for CITES species and banned the sale of ivory.
- Following IFAW's *Killing with Keystrokes 2.0* report on European online ivory trade, which highlighted that ivory trade had shifted from eBay to eBid, eBid introduced an ivory ban.
- In July 2013, Etsy banned the sale of ivory and all other products made from endangered species from its online marketplace.
- In September 2009, Alibaba banned all online postings of elephant ivory, rhino horn, shark fins and the parts and derivatives of sea turtles, tigers, bears and other protected wild animal and plant species from its online marketplace.
- In January 2009, eBay banned the offering of all ivory items for sale on its platforms worldwide.
- In November 2008, Chinese online marketplace Taobao and IFAW jointly launched a campaign to encourage Taobao users to report wildlife products posted for sale. Taobao subsequently banned the sale of all species listed on the Endangered and Protected Species Act in China and on CITES Appendices I, II and III.
- Also as a result of collaboration with IFAW, the German marketplaces markt.de, DeineTierwelt and eBay Kleinanzeigen have all introduced stricter policies on wildlife trade and banned the sale of ivory. Markt.de and DeineTierwelt now also provide detailed background information to users on the requirements of species protection legislation.

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Tiger
(*Panthera tigris*)
©Rgbe/Dreamstime.com
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American black bear
(*Ursus americanus*)
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Madagascar tree boa
(*Sanzinia madagascariensis*)
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Polar bear
(*Ursus maritimus*)
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Ring-tailed lemur
(*Lemur catta*)
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Saiga antelope
(*Saiga tatarica*)
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Barn owl
(*Tyto alba*)
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Blue poison dart frog
(*Dendrobates tinctorius azureus*)
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- Page 44**
Blue-and-gold macaw
(*Ara ararauna*)
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About IFAW

Founded in 1969, International Fund for Animal Welfare (IFAW) is a global non-profit organisation that protects animals and the places they call home. With offices in 15 countries and projects in over 40, we rescue, rehabilitate and release animals into secure landscapes around the world. In collaboration with both governments and local communities, our experienced campaigners, legal and political experts, and internationally acclaimed scientists pioneer lasting solutions to some of the most pressing animal welfare and wildlife conservation issues of our time.



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