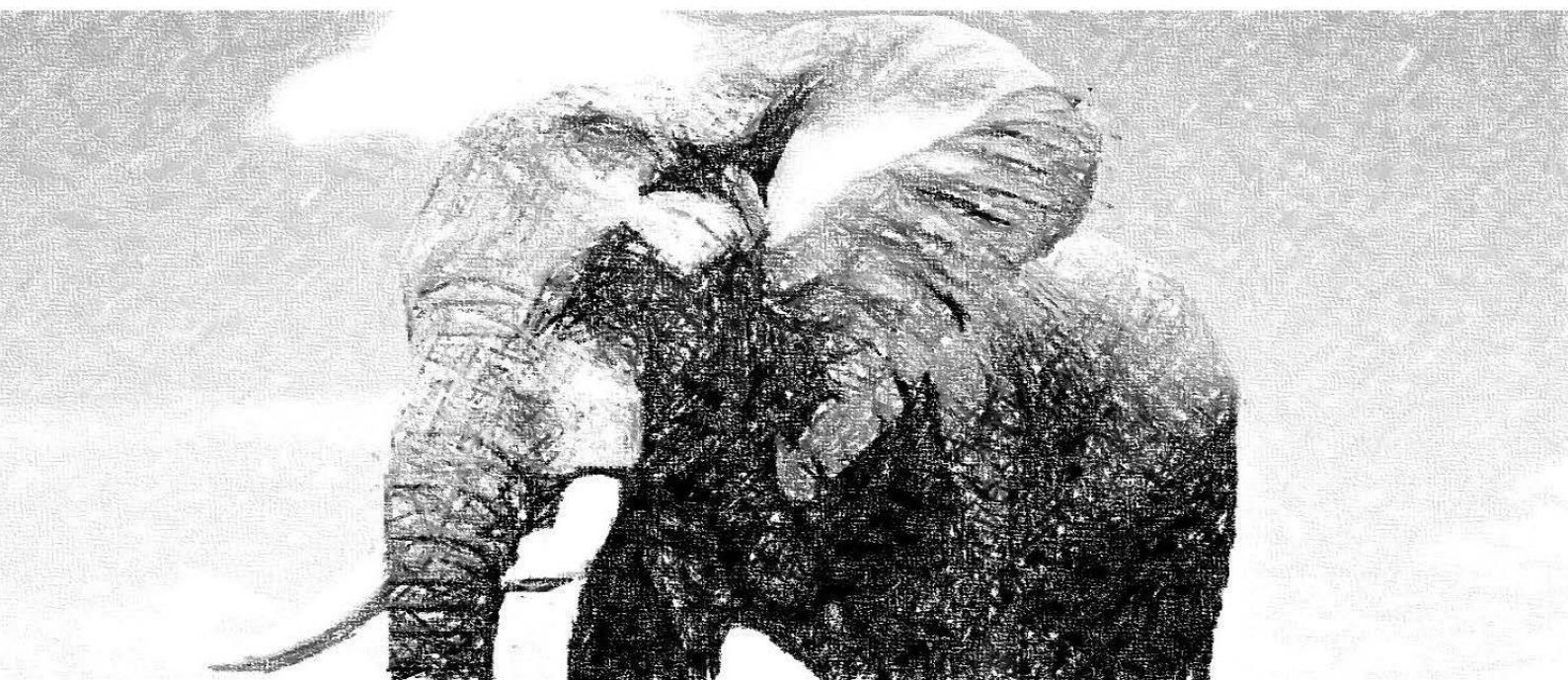


Workshop on Demand-side Strategies for Curbing Illegal Ivory Trade

28-29 January 2015, Hangzhou, China



Edited by the Endangered Species Import and Export
Management Office of the People's Republic of China

Workshop on Demand-side Strategies for Curbing Illegal Ivory Trade

Hosted by:

- The Endangered Species Import and Export Management Office of the People's Republic of China
- CITES Secretariat

Co-Hosted by:

- Forestry Department of Zhejiang Province
- Shanghai Branch Office, the Endangered Species Import and Export Management Office of the People's Republic of China

Hangzhou•China•2015

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EDITORIAL BACKGROUND

Basing upon the key attention to poaching of African elephants and impacts of illegal ivory trade, CITES China and the CITES Secretariat con-organized a Workshop on demand-side strategies for curbing illegal ivory trade during Jan. 28-29, 2015 in Hangzhou, China. Some 80 representatives, experts and specialists from national wildlife and other relevant authorities from China, the United Kingdom, the United States, the European Commission, and international organizations, including UNDP, UNEP, UNODC and the World Bank, as well as private sectors and non-governmental organizations, research institutes and universities, including from the collection and art investment circles, have participated the Workshop.

The Workshop aimed at better understanding the markets, the motivations and the economics of the demand for illegal ivory, identifying the main stakeholders and investors and raising their awareness of the negative consequences of ivory speculation, including the financial loss and penalties ivory smugglers, sellers and buyers are exposing themselves to, and the devastating impacts these investments are having on elephants and people.

Following the request of the participants of the Workshop, we collect all speeches, presentations and papers here so as to present information and research results timely and originally for wider partners and colleagues to think over the next steps which should be taken for a better future for the global elephants.

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**Opening remarks at the Workshop on Demand-side Strategies
for Curbing Illegal Ivory Trade CITES Secretary-General,
Mr. John E. Scanlon
Hangzhou, China
28-29 January 2015**

Mr. Liu Dongsheng, Vice Administrator, State Forestry Administration

Mr. Lin Yunju, Director General of the Forestry Department of Zhejiang
Province

Mr. Meng Xianlin, Director-General, CITES Management Authority of
China

Distinguished guests, ladies and gentlemen.

I would like to express my sincere thanks to the Government of People's
Republic of China for co-organizing this workshop with the CITES
Secretariat and for inviting me to share some brief opening remarks with
you this morning.

I would also like to express our deep thanks to the representatives of the
Chinese State Forestry Administration, Ministry of Foreign Affairs,
Ministry of Culture, and General Administration of Customs, as well as

representatives of the United Kingdom of Great Britain and Northern Ireland, the United States of America and the European Commission who have all joined us for this groundbreaking workshop. Welcome also to representatives of the UN Development Programme, UN Environment Programme, the UN Office on Drugs and Crime, the World Bank, the private sector, non-governmental organizations, and experts and specialists from many different disciplines, including from the collection and art investment circles.

As you know, ivory from elephant tusks and other mammals have been carved since ancient times across many regions and cultures. In recent centuries, the demand for both carved and raw ivory has mainly been driven by buyers in Europe, North America and Asia.

CITES is of relatively recent origin, dating back to 1973, and with the entry into force of CITES in 1975 the international trade in specimens of wild animals and plants, including elephant ivory (since the African elephant was first included on the Appendices in 1976), was regulated for the first time.

CITES seeks to ensure that international trade in wild fauna and flora is legal, sustainable and traceable. The current alarmingly high level of poaching of African elephants for their ivory has resulted in both illegal and unsustainable trade – but efforts to trace this illicit trafficking, and those responsible for it, are increasingly effective.

Elephant populations across Africa are continuing to be seriously affected by poaching and in some places they have declined dramatically due to poaching, which is the most immediate human impact on this iconic species, while also recognizing the threats posed

by habitat loss and other factors. The illegal trade in elephant ivory is putting illicitly gained profits into the hands of poachers, illegal traders and speculators at the expense of ecosystems and the services they provide, while also undermining the rule of law, local and national economies and in some cases national and regional security.

As was recognized in the outcomes from the Rio+20 conference organized by the United Nations in 2012, international trafficking in wildlife requires strengthened action to be taken on both the supply and demand sides.

Following decisions taken at the 16th meeting of the Conference of the Parties to CITES in 2013, some African elephant range States are deploying considerable efforts to fight elephant poaching and control the supply of illegal elephant ivory. Destination and transit countries have also intensified their enforcement efforts to better control their borders and we are seeing enhanced cooperation to combat illegal wildlife trade across the entire illegal supply chain.

Today's workshop has the demand side, particularly in relation to China's ivory market, as its focus. We hope to use our time together to gain a deeper understanding of this market and the drivers of demand for both illegal and legal ivory, including by better understanding and focusing upon the main actors involved. We also aim to raise awareness of the severe penalties that are now being applied to ivory smugglers, sellers and investors dealing in illegal ivory, and the devastating impacts their unlawful investments are having on elephants and people.

This week we are also talking about heritage – national and global and cultural and natural. African elephants are an integral part of sites that

have been recognized internationally for their Outstanding Universal Value under the UNESCO World Heritage Convention of 1972. They are considered part of the world's natural heritage, are an irreplaceable part of the natural systems of Africa, and a source of great inspiration. We have recently seen natural heritage sites included on the List of World Heritage in danger due to high levels of poaching, such as the Selous Reserve in the United Republic of Tanzania.

Ivory carving in Beijing and Guangzhou is recognized by China as part of its intangible cultural heritage through a national inventory prepared under the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage of 2003. Quite clearly, this recognition by China of ivory carving in Beijing and Guangzhou does not in any way safeguard the carving of or trade in illegally sourced elephant ivory either under national law or the 2003 Convention.

We welcome the various mass awareness campaigns that are underway in China, and elsewhere, to reduce the size of illegal markets for wildlife, and applaud the institutions and personalities that are behind them. However, we also need to better understand and target the key black market drivers of the demand for high volumes of illegal ivory. This includes targeting those people who speculate in illegal ivory driven only by a profit motive and not by any cultural value or association. We believe that these speculators comprise only a tiny fraction of the population, and that they are individuals who may not be influenced by mass awareness campaigns.

Addressing the issue of demand for illegal ivory requires practical insights into what is going on in the marketplace so we can gain a deeper understanding of the exact nature of that demand, and develop

evidence-based and action-oriented demand-side initiatives – to target the right audiences with the right messages and thereby increase their likelihood of causing the desired behavioral change. That is why we are all here today.

China has been very active in supporting the implementation of CITES both domestically and internationally. Over the past few years, China has hosted a number of important international workshops related to CITES, including on combating illegal ivory trade. In addition, China led the first cross-continent enforcement effort known as Operation Cobra in 2013, and at this time last year China publicly destroyed 6.2 tons of seized ivory.

We have also seen the establishment of the China National Interagency CITES Enforcement Collaborative Group in 2011 to better support coordinated enforcement efforts within China, which has led to increased numbers of seizures, prosecutions and convictions. The imposition of high monetary fines and custodial sentences on those who have been convicted of illegally trading in elephant ivory is being widely publicized and serves as a strong deterrent to others.

Ladies and gentlemen, over the next two days we will hear from a wide range of speakers on these issues. We respect that people may have different perceptions and perspectives on the underlying causes of elephant poaching and the main drivers of the demand for ivory. The workshop is open to the expression of all opinions but will focus on where there is common ground.

And as a starting point, it is clearly evident that we are experiencing a dramatic loss of African elephants through poaching for their ivory, with a

severe decline in elephant populations in some places. It must be stopped.

If speculation is, or appears likely to be, one of the key drivers of the demand for illegally traded ivory, then intervention in this sector, through a well-targeted campaign to bring this illicit speculation to an end, is warranted.

At the very beginning of a new year, we hope that the messages being conveyed through this workshop in Hangzhou are heard loud and clear by anyone who is investing or planning to invest in illegally sourced elephant ivory: People who buy illegally sourced ivory now run a much higher risk of being arrested, prosecuted and severely punished for these serious crimes; Forensic technology can now easily identify the date and origin of illegally sourced ivory and provide the evidence needed to bring those involved in illegal trade to justice; and buying illegal ivory has become a highly risky and unwise investment that will inevitably lead to great financial and personal grief for those involved.

I would like to end by expressing my thanks to the Government of China for hosting and supporting this week's important and groundbreaking event as well as the Government of the United Kingdom for its financial support. This workshop serves to focus additional and much needed attention on demand-side strategies for curbing illegal ivory trade and is a further demonstration of China's commitment to stopping the illegal ivory trade.

**Speech at the Opening Ceremony of the “International
Workshop on Demand-side Strategies for Curbing Illegal Ivory
Trade”**

Vice Administer of State Forestry Administration Mr. Liu Dongsheng
(January 28th 2015, Hangzhou)

Respected Secretary General Scanlon,
Distinguished guests, ladies and gentlemen:
Good morning!

As the international community is working together to curb the illegal trade of wild flora and fauna, we gather here in Hangzhou, China, for “the International Workshop on Demand-side Strategies for Curbing Illegal Ivory Trade” co-organized by the CITES Secretariat and the CITES Management Authority in China (the Endangered Species Import and Export Management Office of the PRC). We will further discuss the illegal demand for ivory and strategies to curb the trend so as to effectively protect elephants. Here, on behalf of the SFA and the ESIEMO, I’d like to take this opportunity to welcome all the experts, delegates and Secretary General Scanlon. Also, I wish this conference a fruitful one that will play an important role in elephant conservation!

Elephants are the largest land mammal and an important member of the global ecosystem. Protecting elephants means to safeguard their habitats and the wellbeing of the local people. The significance of it stretches out to the whole world in terms of ecology, culture, and economy. However, African elephant poaching and the following illegal ivory trade not only undermine the conservation of this animal, but also endanger the viability of the species and its ecosystem. It is imperative

for the concerned countries and the international community to reach a common ground and take effective actions to contend with this problem.

The Chinese government attaches great importance to the conservation of elephants and the crackdown on illegal ivory trade. Concrete measures have been taken to tackle the current problems. First and foremost, natural reserves are devoted to the protection of Asian elephants and outdoor patrolling and law enforcement have been strengthened. The economic mode of the concerned regions has been transformed in order to restore the natural habitats for Asian elephants. Our efforts have so far won good results. Secondly, ivory processing is strictly regulated in accordance with CITES. The ivory carving industry is carefully regulated and tracing measures have been taken, starting from processing and selling sites accreditation, raw ivory registration, ivory products identification, etc. Our purpose is to cut off the channel from which the poached and smuggled ivory and ivory products enter the normal circulation. Thirdly, we continuously strengthen law enforcement. The functional departments of forestry, public security, customs, industry and commerce regard ivory smuggling and illegal processing as the key regulation fields.

The criminals are given a penalty that serves as a strong deterrent to others. Early last year, the confiscated ivory was publicly destroyed to show our determination to fight against ivory trafficking. According to customs statistics, 2014 witnessed a 70% decrease of wildlife smuggling. Fourthly, we play an active role in international cooperation in forbidding illicit trafficking of wild flora and fauna. We attended a series of international conferences like “African Elephant Summit” and “the London Conference of Cracking Down illicit Trafficking of Wildlife”. Cross-continent enforcement named Operation Cobra First and Second

were carried out. We financed trainings on protecting wildlife for officials from south Asia, central Asia, and Africa, and wildlife conservation is given priority in the foreign aid work of the Chinese government. The Chinese ivory carving industry even set up an “international fund for elephant conservation” in the China Wildlife Conservation Association as a token of our support to the international campaign for elephant conservation.

We make full use of bilateral and multilateral forestry diplomacy to cooperate, in a practical manner, with other countries and international organizations in wildlife conservation. For example, we signed an MOU with Indonesia and reached agreements with the USA ranging from on-line trading, and publicity, to co-training and co-enforcement. We also make for the inclusion of some cooperation into the 2014 APEC Leaders’ Declaration and the joint ministerial statement. Premier Li Keqiang, in his visit to Africa, announced a 10 million USD aid to Africa for wildlife conservation. Presently, we are responsible for the coordination work. Fifthly, related laws are improved. To fight against the illegal demand stimulating the illicit wildlife trafficking, the standing committee of the NPC (Chinese National People’s Congress) passed a special criminal law on April 29th, 2014, stipulating that anyone who illegally buys endangered animal products, including ivory, will be punished accordingly. The sixth endeavor we make is publicity. Diversified activities are organized during “Bird Week”, “Wildlife Conservation Month” and “the International Wildlife Day”. An activity to call on people to say no to the illicit trafficking of wildlife was organized during Sino-US Strategic Economic Dialogue. E-businesses and logistics companies are advised not to offer channels of advertising or trading. Mass media, leaflets, billboards, and text messages are used to urge people to say no to illicit ivory trafficking and report it to the government. All these help to

curb the illegal demand for ivory.

Meanwhile, we know very clearly that there are many tough nuts to crack in China regarding wildlife conservation. Illegal poaching and trafficking have been found; public awareness needs to be raised; law enforcement ability should be strengthened and improved. But, we believe that with a well-defined goal of wildlife conservation and development for the benefit of human beings, as long as we work together to strengthen measures and actions, integrally rectify the segments in source countries, transfer countries, and destination countries, we can make things better. And elephants, as well as human beings, can expect a brighter future!

Delegates, cutting down illegal demand and fighting against wildlife crime requires efforts from all countries, including education, awareness-raising, management, and law enforcement. This work is not only imperative but also compulsorily. We know that poaching and trafficking of African elephants go through several steps from poaching, transport, exit, transfer to entry, etc. Therefore we need to take coordinated actions against each step to effectively crack down on crime. It is on this common ground that we meet today to discuss the illegal demand related to ivory trafficking and how to contain it. I believe that, with a “scientific, objective, pragmatic and cooperative” principle and on the common expectation of “crackdown and containing”, we will work out new effective ways to stop illegal demand for ivory and further protect elephants.

Experts and delegates, in the context of the global concern of eco-health, the Chinese government placed ecological conservation to a strategic height of the overall national planning, and wildlife conservation is given unprecedented attention. We wish to work more closely with the CITES

Secretariat, the concerned member states, and international organizations on severer crackdown on illicit ivory trafficking by cutting off the trade chain and stopping poaching in order to improve the current situation of elephants.

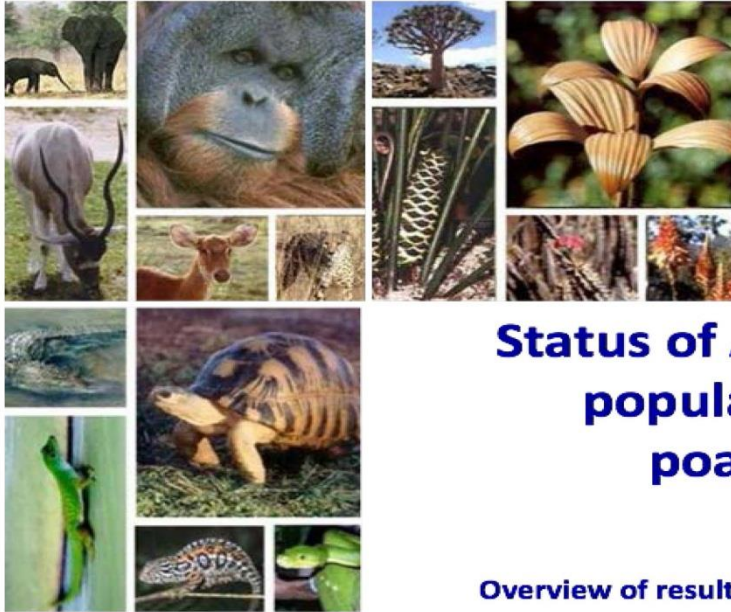
Thank you and wish you a pleasant stay in Hangzhou.

Presentations

Status of African elephant populations, impact of poaching and illegal trade in ivory

Jose Julian BLANC JUAREZ

CITES Secretariat



CITES Secretariat



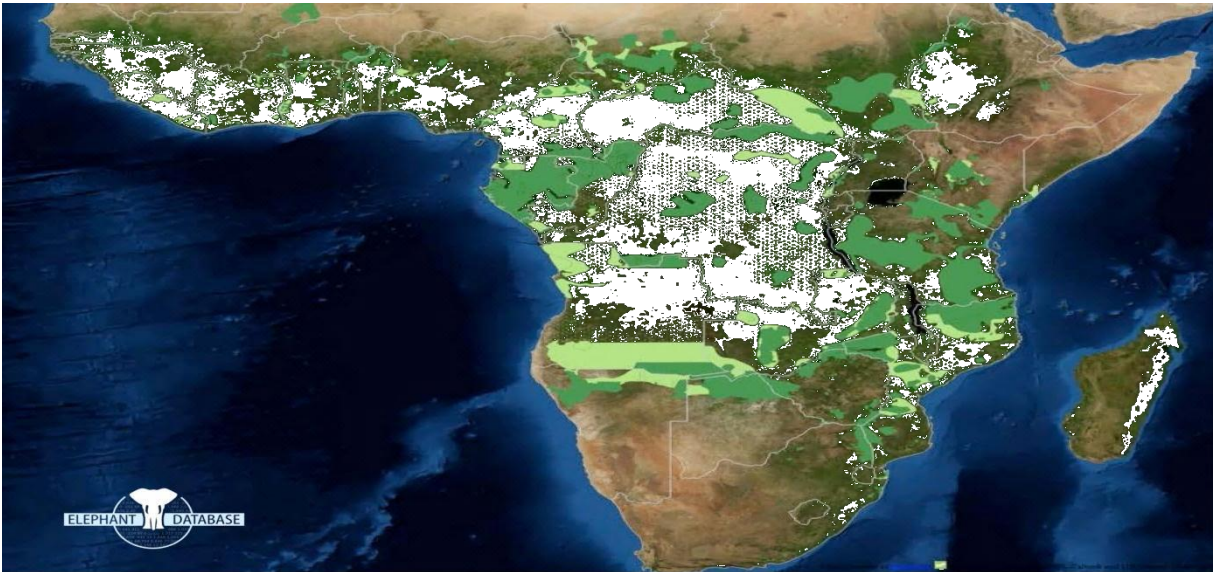
Status of African elephant populations, impact of poaching and illegal trade in ivory

Overview of results from MIKE, ETIS and the the African Elephant Database



The Illegal Ivory Trade Chain





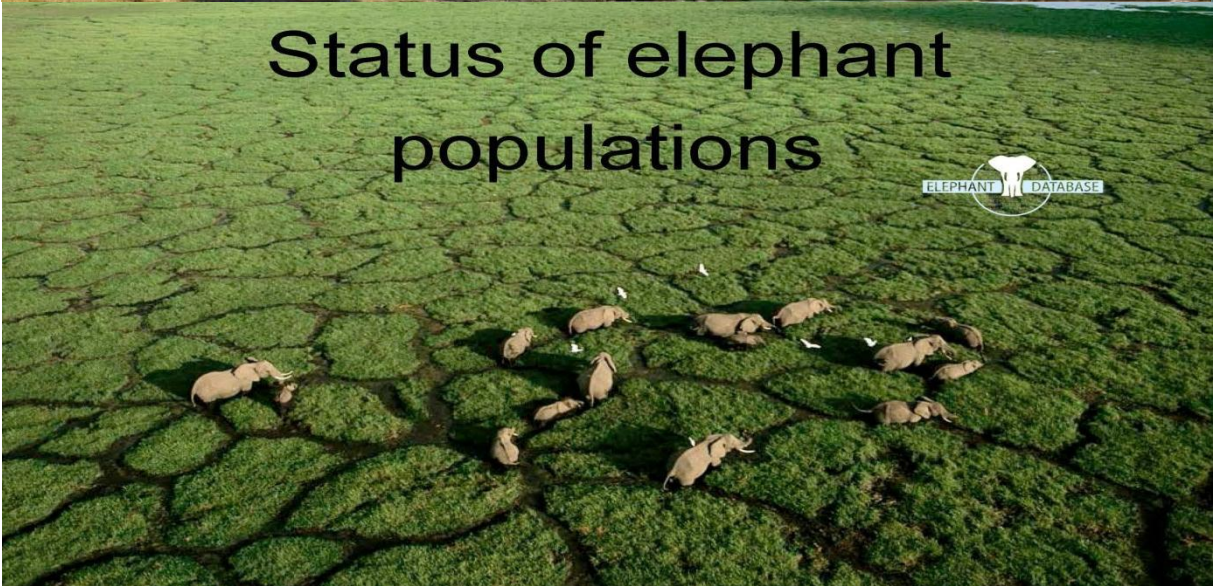
37 range States
3.4 million km²

2x Xingjiang AR
15% of total RS area

COUNTING ELEPHANTS and their waste products!



Status of elephant populations





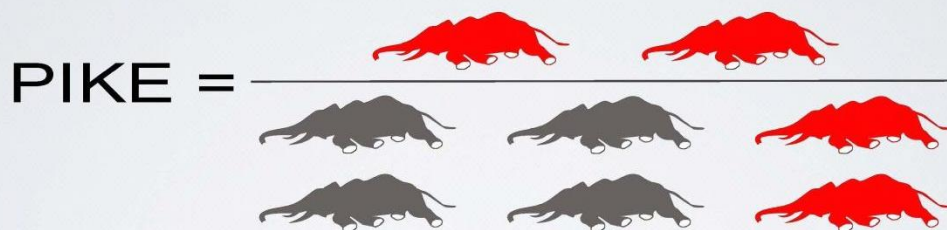
60 sites
30 countries

574,000 km
17% of range area

COUNTING DEAD ELEPHANTS



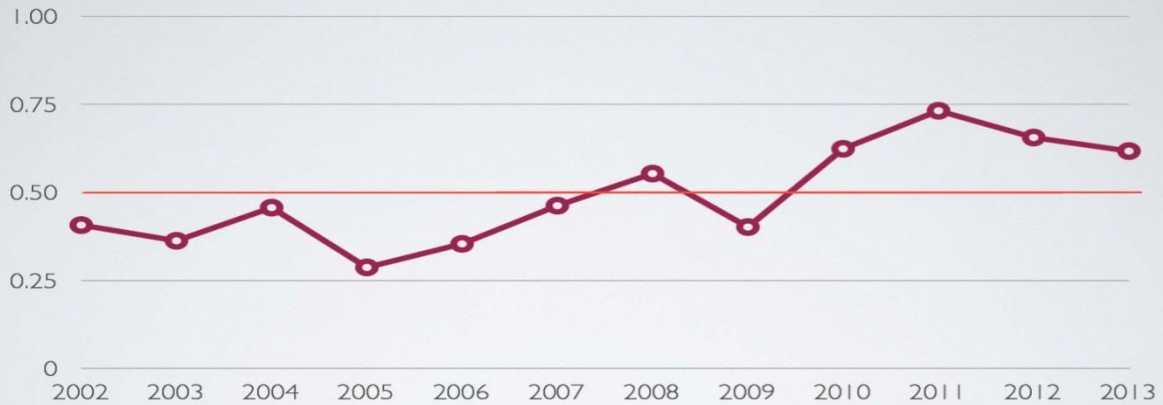
Proportion of Illegally Killed Elephants (PIKE)



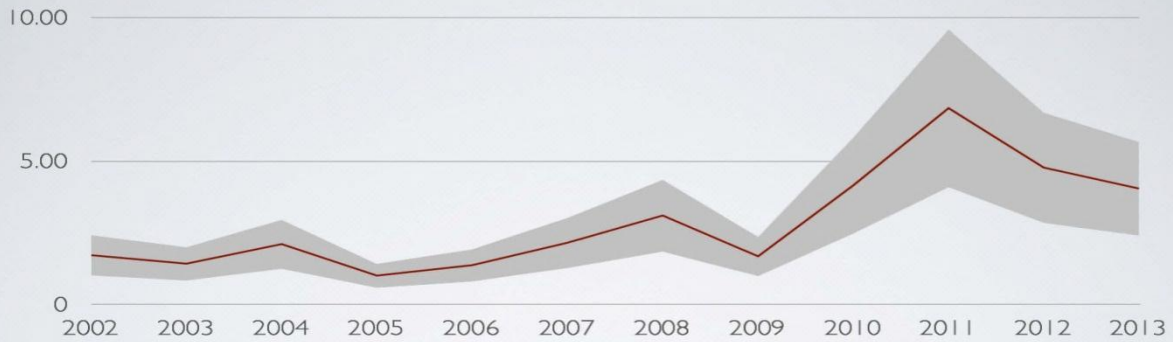
As a proportion, PIKE varies between zero and one



PIKE trends in Africa



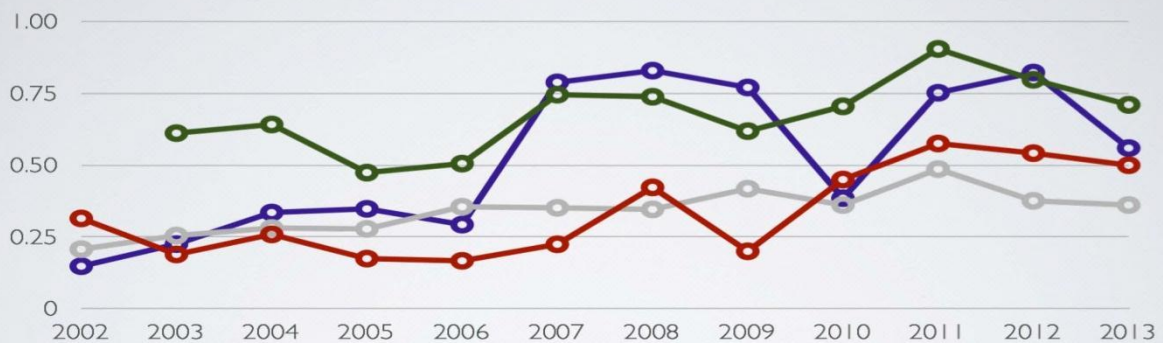
ESTIMATED Poaching rates



estimates of proportion of total population killed

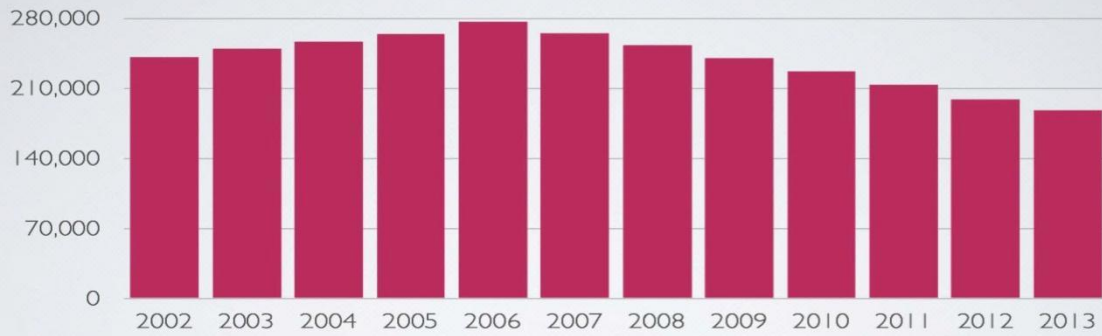


● Central Africa
 ● Eastern Africa
 ● Southern Africa
 ● West Africa



Subregional PIKE trends

population trend at MIKE sites



interpolated elephant population estimates

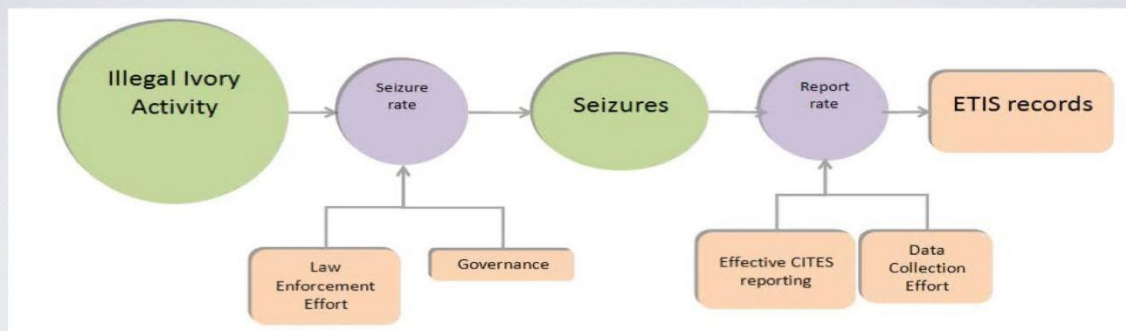
Monitoring the illegal trade in elephant products

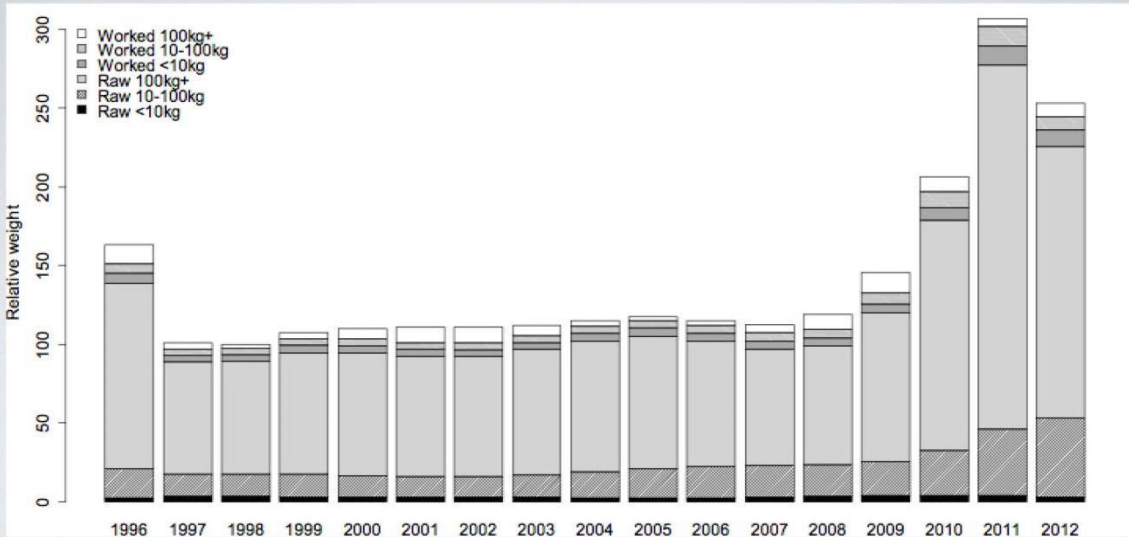


the elephant trade information system (ETIS)

COUNTING ivory seizures

to estimate trends in the illegal ivory trade





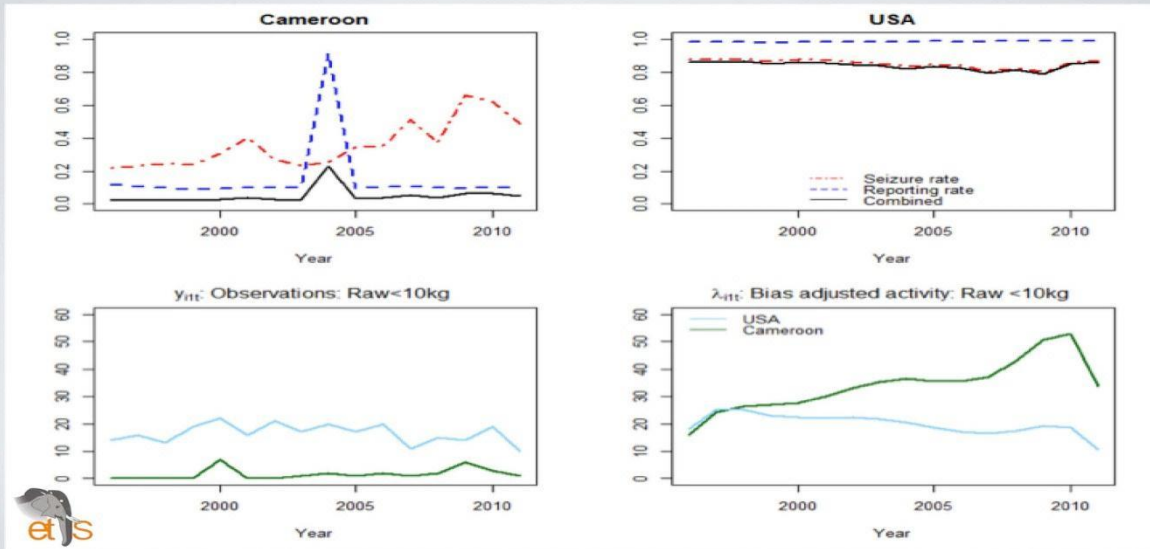
illegal ivory trade trend by weight



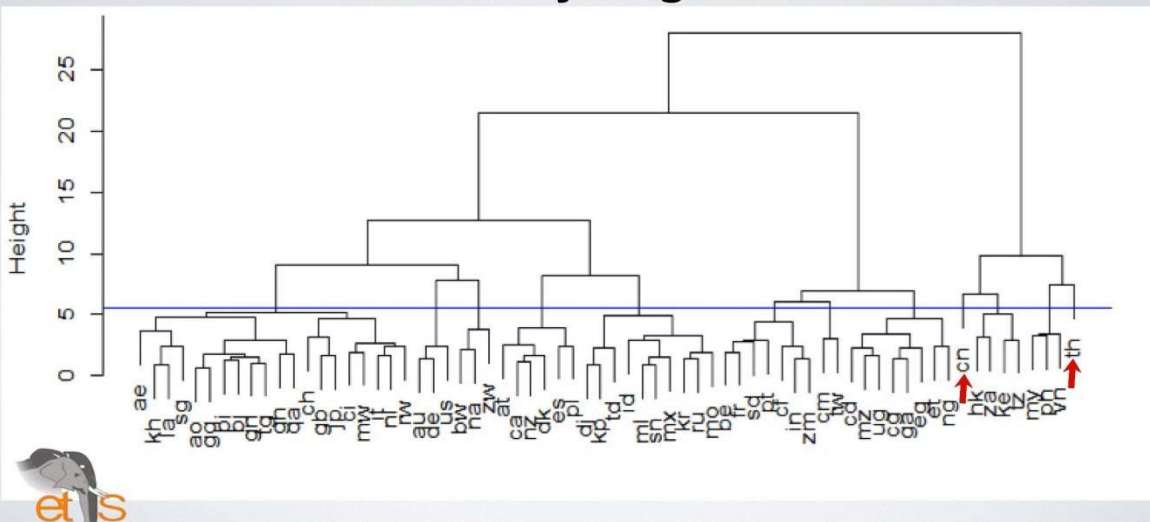
Trade routes



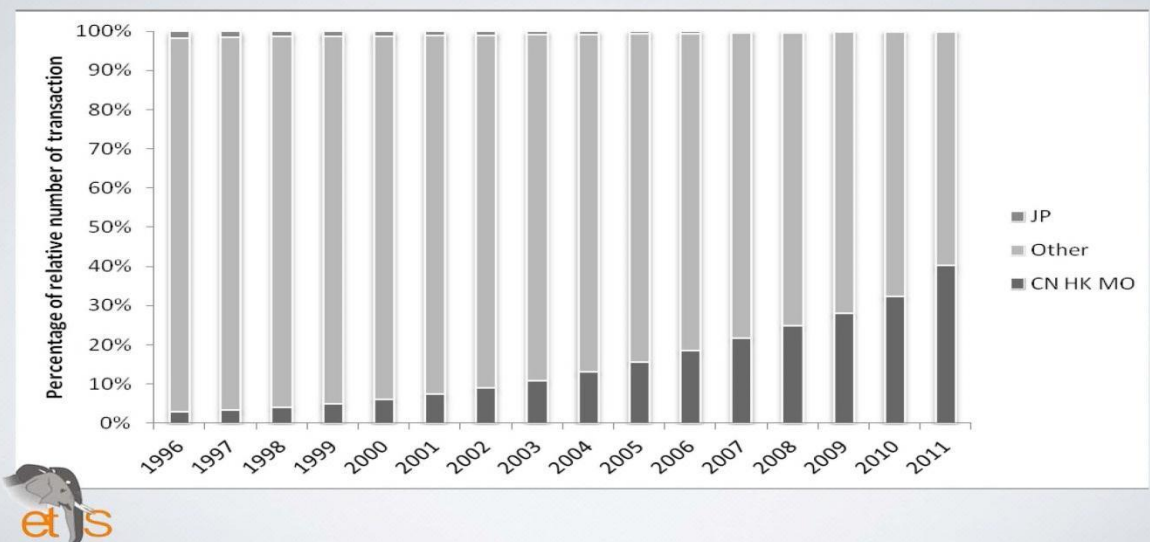
ADJUSTING FOR SEIZURE AND REPORTING RATES

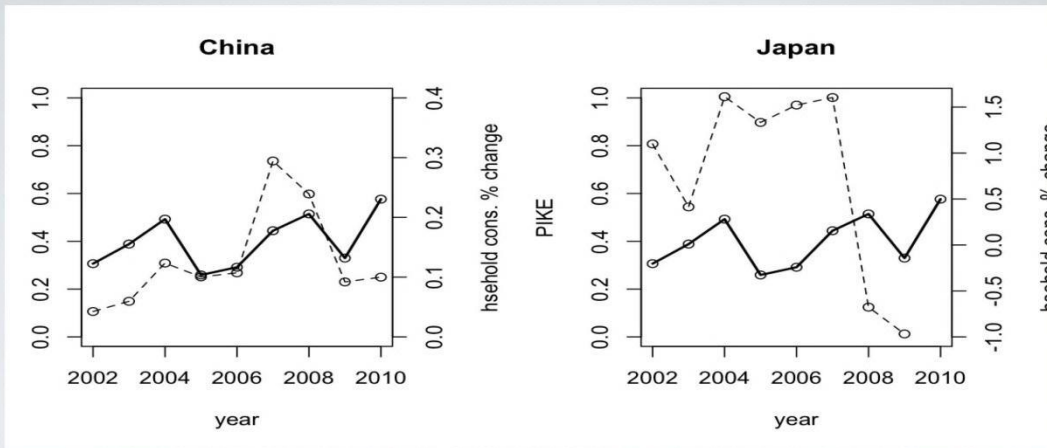


Identifying countries most affected by illegal trade

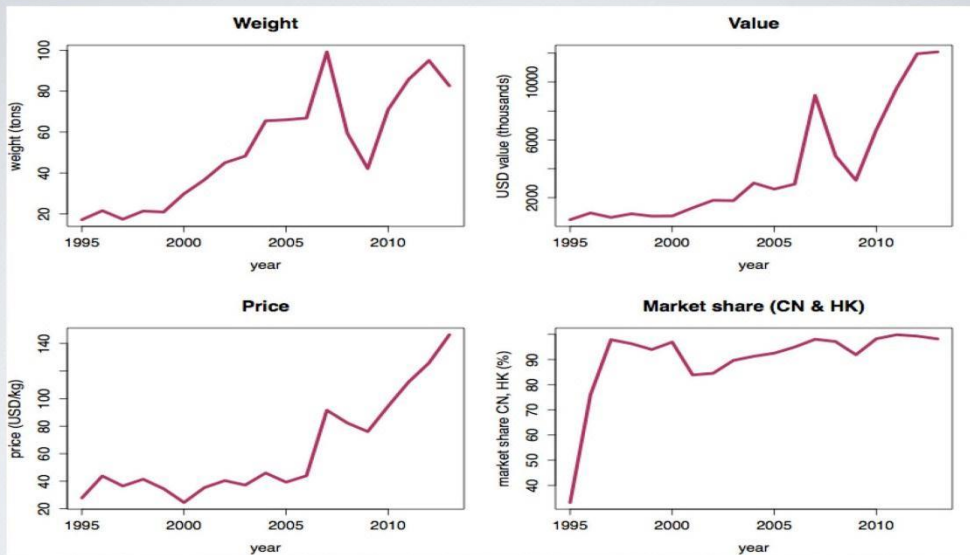


Trade activity: CN vs JP



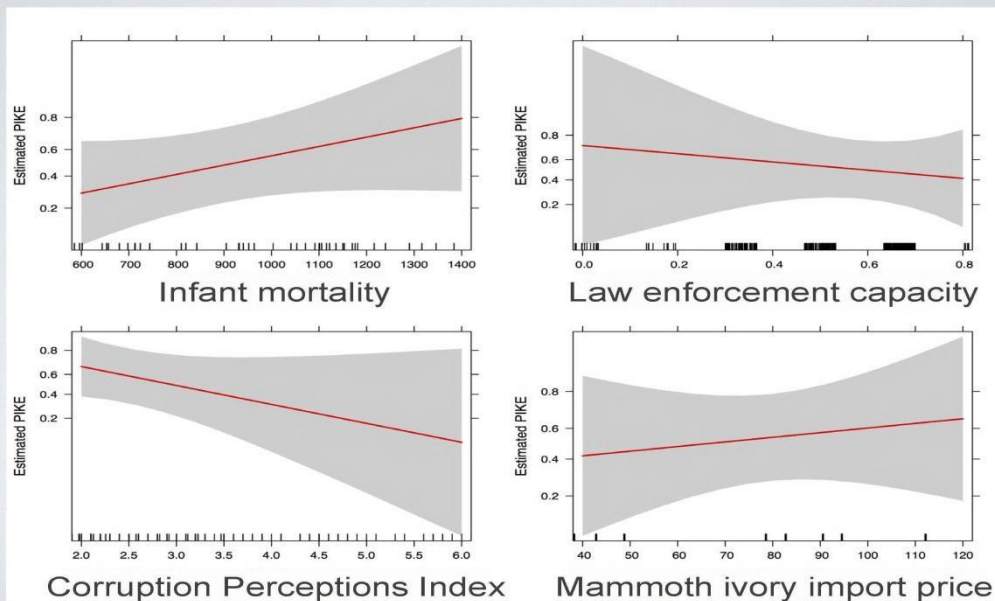


Consumer Spending vs PIKE

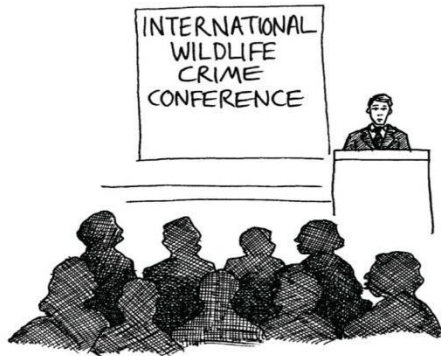


Mammoth ivory TRADE

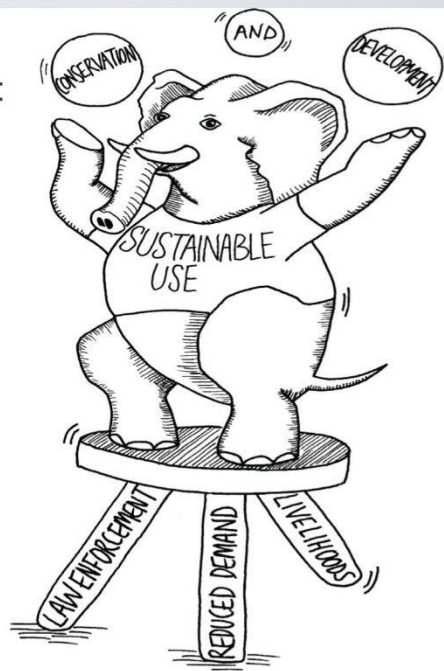
What drives POACHING?



TACKLING THE ILLEGAL IVORY TRADE:



A THREE-LEGGED STOOL



Standardized Management of The Raw Materials And Products Of Ivory In China

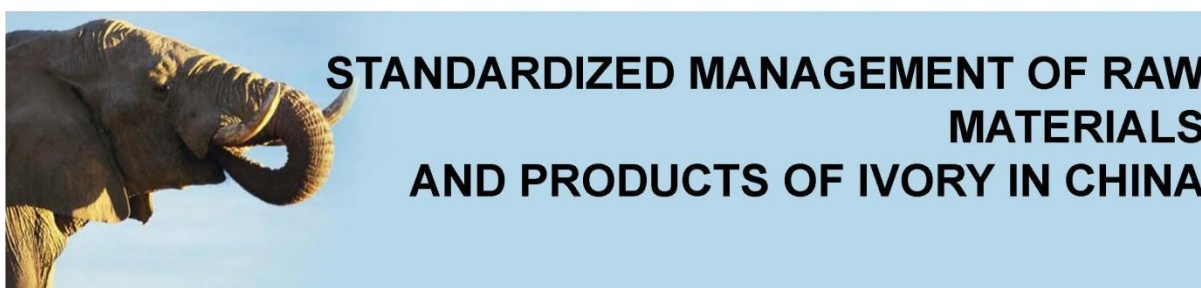
An lidan

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8610+84238530



An LiDan

Division of Wild Animal Conservation & Management
Department of Wildlife Conservation & Nature Reserve Management
State Forestry Administration, P.R of China

1 Standardized Management of Ivory and Ivory Carving

State attaches great importance, the measures of supervision have increasingly improved.

- The protection class of the African elephant / Asian elephants is set to maximum-national key protection
- Severely cracking down the poaching, smuggling, and illegal business activities
 - Smuggling a whole tusk may be jailed for more than a decade, its case value is ¥250,000Yuan;
 - For poaching cases, there had been death penalty cases in 1994;

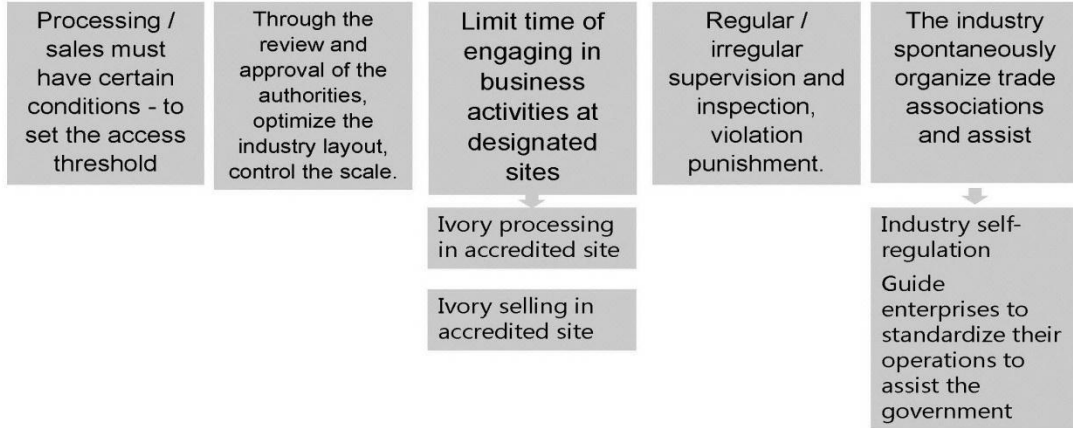
Strictly standardized management on the industry

- Business entities, resources, information

1

Standardized Management of Ivory and Ivory Carving

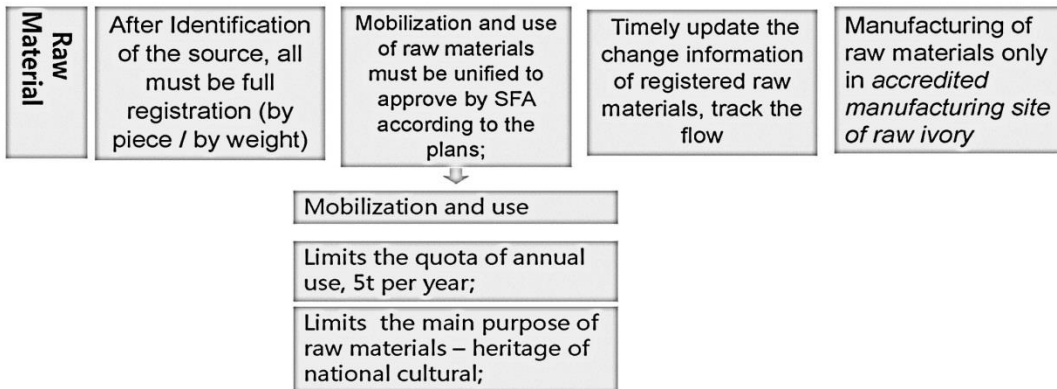
Strengthen the supervision of business entities



1

Standardized Management of Ivory and Ivory Carving

Implement double marking management for raw materials and Carving



1

Standardized Management of Ivory and Ivory Carving

Implement double marking management for raw materials and Carving



1 Standardized Management of Ivory and Ivory Carving

The registered database on ivory and ivory carving in China

- Three functions
 - Materials management
 - ivory carving management
 - Internet query
- Achieved dual tracking from raw materials to products
- Three classes users, to ensure illicit origin can not enter the legal circulation channels.
 - Government departments
 - Manufacturer / sellers
 - Database maintainer
- Query window, to facilitate public query and law enforcement supervision, strengthen management.

1 Standardized Management of Ivory and Ivory Carving



I deeply appreciated the opportunity to visit your University and to learn about the very impressive work you had in your anti-ivory effort.
Justin Boyce

I was very impressed by the work of the University and its Wildlife Detention Center. This work is of critical importance for the conservation of wildlife at the global level. The techniques and database developed are exemplary for CITES implementation and enforcement. Many CITES Parties can learn from China's achievements in this area.
 Congratulations and thanks on behalf of CITES
William Wijnstekers
 Secretary General



The efforts and results of reducing the demand of illegal ivory

2 The efforts toward reducing the Illegal demand of ivory

一、To strengthen the construction of law, perfect the legal framework

1. To refine and complete the law of wild animal protection

2. Approving the New Criminal Law and judicial interpretation



2 The efforts toward reducing the Illegal demand of ivory

二、Against illegal wildlife trade activities, cleansing various parts of the trading chain

• Strict law enforcement against illegal ivory trade

多部门执法体制和部门间执法协调机制

• Several authorities responsible for wildlife law enforcement and Coordination mechanism established in 2011

开展监督检查，取缔违法经营者从业资格

• Inspection and monitoring.

调查非法贸易活动信息，侦破大案要案

• Collection of information on illegal wildlife trade and tracking illegal cases.

实施专项打击行动

• Special law-enforcement actions



2 The efforts toward reducing the Illegal demand of ivory

• International cooperation and communication

履行公约义务，参加国际打击野生动物犯罪同盟

• Implement CITES and Join ICCWC

加强与其它国家和组织加强信息交流

• Enhance communication and share of information with other countries and organizations.

参与和举行系列国际合作活动，如：研讨会、培训班等。

• Participate and host international cooperative activities, such as workshops, training courses, international forums, etc.



2 The efforts toward reducing the Illegal demand of ivory

三、To improve the public consciousness, further deepening the cooperation with Africa

- (1) Using the occasion of 'World Conservation Day', 'Love the Birds Week' and so on to hold exhibitions for widespread publicity and education



2 The efforts toward reducing the Illegal demand of ivory

- (2) Setting up a billboardLand at sea and air port for propagandizing against illegal wildlife trade activities

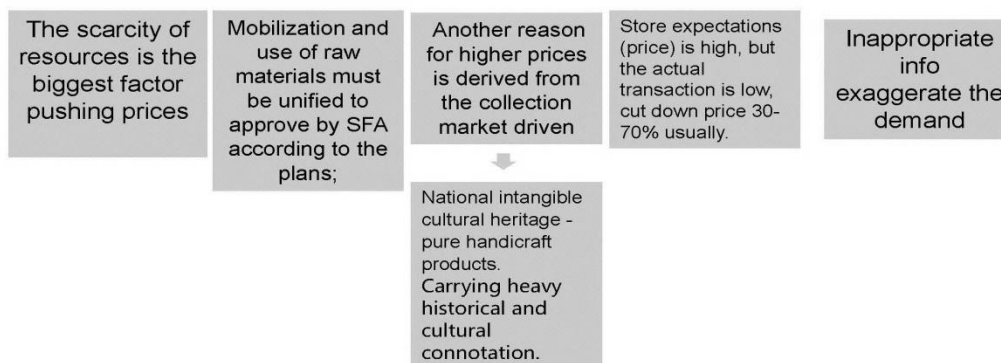
- (3) Developing china-africa cooperation, provide 10 million free aid to Africa for strengthening the construction of infrastructure and capacity



3 The results toward reducing the Illegal demand of ivory

Domestic market demand and price

- Ivory / ivory prices indeed on the rise



3 The results toward reducing the Illegal demand of ivory

Domestic market demand and price
There is no shortfall in the market demand

1. Basically, operators does not process ivory or sell the ivory carvings only, they will be difficult to sustain unless mixed with other types of goods,
2. More stores and fewer crowd, and most of them are visitors;
3. There are sufficient goods in the store, and some goods perennial nobody cares;
4. The delivery of new materials could fully meet the market demand, the consumption quota of 5 ton per year basically can not be completed;

The annual consumption of ivory material from 2005-2014



3 The results toward reducing the Illegal demand of ivory

Solid results obtained through regulatory practices of nearly a decade

- Ivory / ivory products of illicit origin is difficult to enter legal circulation channels;
- Illegal circulation pathway is blocked

Large scale concentration of illegal shops have basically not exist

Only scattered goods appear in the antiques market, street vendors, etc.

Some of them are real ones; (mammoth ivory, artificial ivory)

4 The advices for curbing the illegal demand of ivory in the future

- 一、 Further improving laws and regulations of ivory management
- 二、 Combining punishment and prevention, strengthening law enforcement, intensifying public propaganda and education
- 三、 Strengthening the inspection of legal processing enterprises
- 四、 Strengthening international coordination, to Promote balanced between the domestic and foreign markets

Elephant Ivory Trade in China: Trends, Drivers and Recommendations

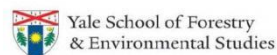
Gao Yufang

Research Affiliate, Yale School of Forestry & Environmental Studies

Elephant Ivory Trade in China: Trends, Drivers and Recommendations



GAO Yufang
Research Affiliate



Introduction | Methods | Trends | Drivers | Social Process | Recommendations

African elephants are in great danger



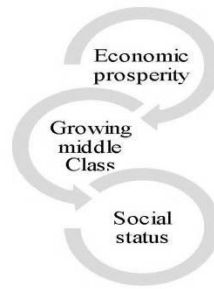
Estimated poaching rate (~7%, 2010-2012) exceeds nature population growth rate (CITES Secretariat, 2014; Wittemyer et al., 2014).



(Photo source: Google Image)



Chinese demand for ivory is widely blamed



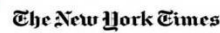
General western perception (Gao & Clark, 2014)



International

Slaughtering Of Elephants Is Soaring Because Of China's Demand For Ivory

by MARK MEMMOTT
September 05, 2012 9:00 AM



Chinese government holds a different view

“Some NGOs always disseminate inaccurate information to the international community about their market survey in China.”

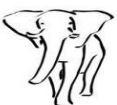
--- CITES Management Authority of China, 2012

“Such accusations are unprofessional and misleading... There is no accurate and substantial data to support this idea.”

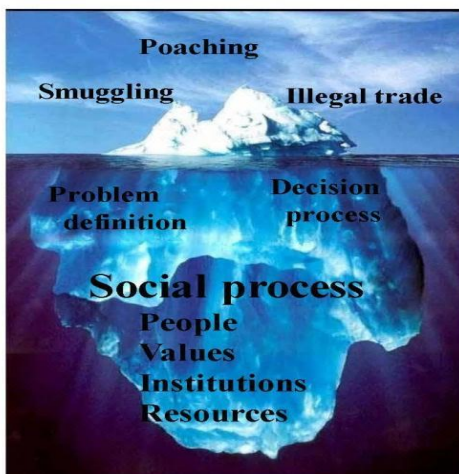
--- An SFA official, 2013

“We expect these people to take an objective view of China, rather than look at China through “tinted glasses”.”

--- China Ministry of Foreign Affairs, 2014



Problems of different levels



➤ Substantive problem

Illegal ivory trade is threatening the viability of African elephants.

➤ Procedural problem

People are in disagreement and unable to organize effective conservation actions.

Some Exploration and Thinking



Research objectives

- **Who I am:** independent observer
 - Chinese citizen & Conservationist
 - Researcher at Yale University
- **Research questions:**
 - 1) Substantive problem: How do China’s domestic ivory market influence the conservation of African elephants?
 - 2) Procedural problem: What do different groups (or players) think of the influence?
- **Research objectives:**
 - Help achieve a more comprehensive and contextual understanding about the problem.
 - Help facilitate the search for solutions that secure the common interest.



RESULT I: Trends and Drivers of Ivory Trade in China



Data collection and analysis

– Fieldwork in Kenya, Tanzania, Botswana, Hong Kong, Mainland China (Sep. 2012 – Jun. 2014)

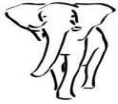
- Semi-structured interview (n=31)
- Informal discussion (n=65)
- Market surveys
- Participant observation (n>6 events)



– Statistics & Written records

- Ivory auction records (n=12,382; 2002-2013)
- Online ivory advertisements (n=300)
- Chinese news articles (n=1,327; 2003-2013)
- Official documents (n>20) and books (n=7)





Ivory Registration and Identification Policy

“Only government-approved ivory factories and retail outlets are allowed to engage in ivory trade.”

“Every ivory product has its own identification card. Each ivory product is inseparable from its ID card.”

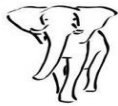
- China State Forestry Administration (SFA)



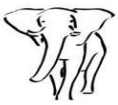
Licensed ivory retail outlet



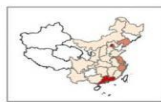
Ivory collection card



White, black and grey markets



White market



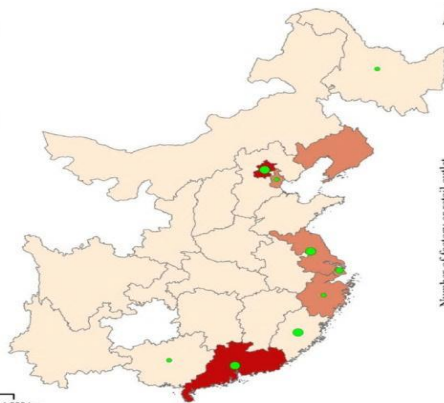
Legend

Ivory retail outlet Number

- 1 - 5
- 6 - 15
- 16 - 44

Ivory factory Number

- 1
- 2 - 3
- 4 - 10



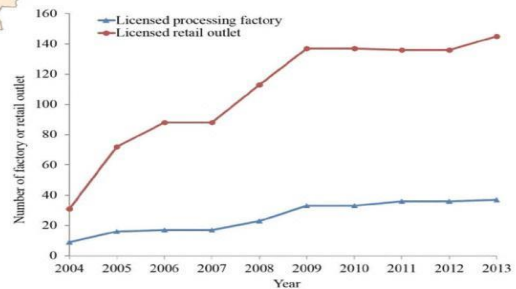
0 300 600 1,200 km

Distribution of legal ivory markets in China.

2004 2013

Factories: **9 - 37**

Retail outlets: **31 - 145**



The number of legal ivory factories and outlets from 2004 to 2013

The legal ivory market includes registered factories and Retail outlet, which mainly distribute at Guangzhou, Beijing and Shanghai. The legal factories has increased from 9 in 2004 to 37 in 2013 and retail outlet from 31 to 145.



Black market

Type	Number of records	Weight or size	Price per gram	
			Range	Mean ± SE
Raw ivory				
Trimmed whole tusk	6	623-1847 g	1.71-2.60	2.15 ± 0.15
Tusk section	43	28-1386 g	1.95-3.74	2.74 ± 0.06
Tip with cover (Jian Zi)	3	62.7-323 g	2.28-3.74	2.89 ± 0.14
"Pie" (Bing Zi)	21	41-112 g	1.95-3.74	2.78 ± 0.07
"Pillar" (Zhu Zi)	9	82-1386 g	2.03-3.25	2.63 ± 0.13
Other tusk fragments	4	28-181 g	1.95-2.93	2.40 ± 0.20
Carving waste (Xiao Liao)	20		0.65-1.63	1.03 ± 0.06
Semiworked ivory				
Polished tusk	1	-	2.93	2.93
Polished tip	7	44-672 g	2.93-5.54	4.15 ± 0.29
Polished tusk end	1	21 g	4.55	4.55
Plain plaque	2	6-12 g	1.95	1.95 ± 0.00
Worked ivory				
Bangle	28	d = 5.7-6.3 cm; width = 1.8-2.0 cm	4.88-10.73	
Plain ring	65	30-60 g	2.93-6.67	
Carved ring	7	40-60 g	4.55-8.78	
Rectangular pendant	28	4 × 6 × 1 cm ³	3.25-8.94	
Guru bead	8	l = 2.0 cm	5.47-8.78	
Misc., i.e. figurine, bracelet	7		4.88-6.83	

The 2014 price of raw ivory was **CNY 13.5/g** (~USD 2,150/kg)

- 10 times of the price in Africa ((~USD 250/kg).



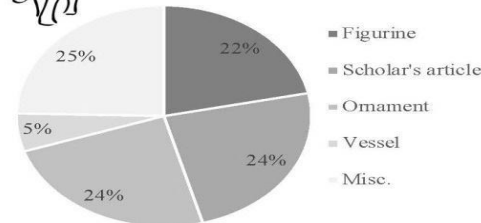
Baidu 贴吧



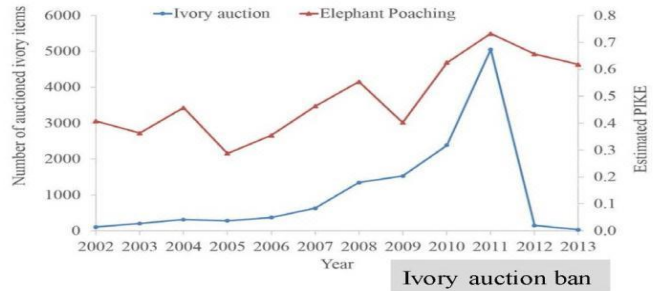
Ivory sold on black market includes rare ivory, semi-manufactured products and products, which are mainly some small ivory products made by machine. The 2014 price of raw ivory was CNY 13.5/g (~USD 2,150/kg). But my research in Africa shows that people can buy ivory with USD 250/kg from African. The ivory price in China is 10 times of the price in Africa. The price difference makes it profitable to smuggle ivory. In recent years, as the law enforcement strengthened, the physical ivory black market declined, but the illegal ivory trade on-line is popular. Everyday there are ivory trade on Baidu Tieba and Tencent.



Grey market



Different types of ivory items auctioned in China Guardian in 2011. The highest price realized for a single item was about **CNY 1850,000** (USD 295,250).

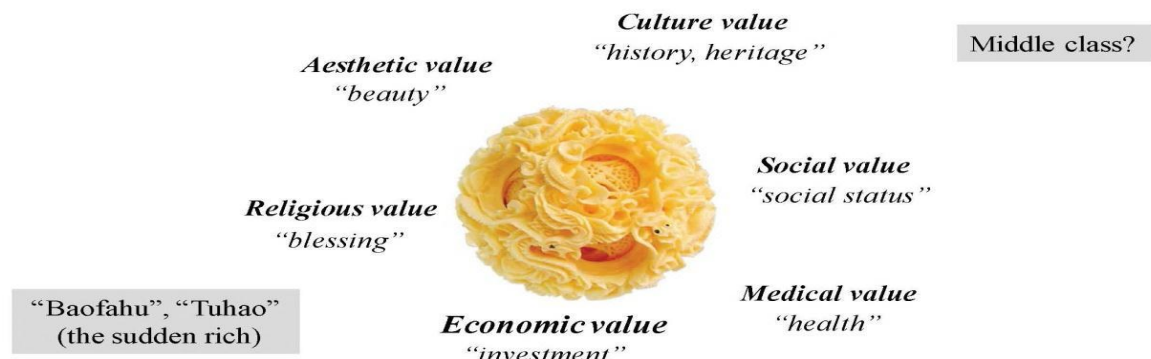


The number of ivory items traded in China's auction market is significantly positively correlated to the level of elephant poaching in Africa (2002 – 2011, $r=0.873$, $p=0.001$).

During my research I find out there is a secondary ivory market, which is named gray market by me. strictly speaking, ivory can only be sold at legal retail outlet. The old and new ivory are not separately managed by the ivory trade management system of now but different to the Collector. The auction of old antique ivory should be legal in many people's opinion. The auction market in China is just started and relative laws and regulations are still unsound, which makes chaos to the auction market. Ivory products on auction market are quite varied, such as tchotchkes, baldric and article. The highest price realized for a single item was about **CNY 1850,000** (USD 295,250).



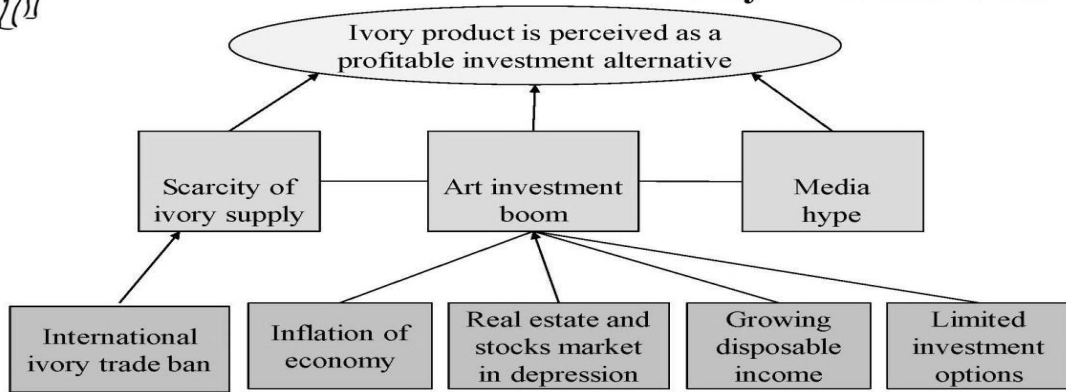
Ivory values from a Chinese perspective



So why Chinese buy ivory? The Chinese society give ivory variety of value and the value reflect the motive of buying. Some collect ivory for culture and history value, some for beauty, some for social status and some trade it as an investment. Even most international media emphasis the social value of ivory, my research shows that the most popular value of ivory in China's market is the economic value. Chinese does not consider the middle class to be the main buyer of ivory. To the opposite, the most mentioned group is the "sudden rich".



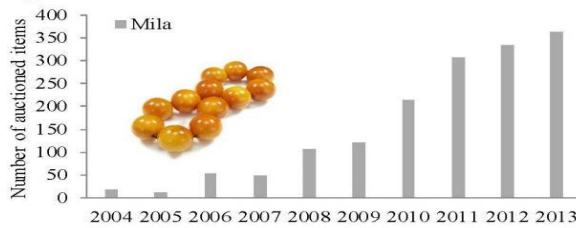
Ivory = "White Gold"



Ivory products is perceived as a profitable investment alternative. One reason is the scarcity of ivory supply, another is the art investment boom. The property of Citizens increased with the development of society. Funds from individual and company enter the art investment market as the real estate and stock market depression. Combined with the advertise of media, the ivory consumption was speculated in short time. Ivory price is not very high in the entire art market, which make it possible for the participant of the common people in this investment boom. No matter new or old, big or small, people scramble for ivory products.

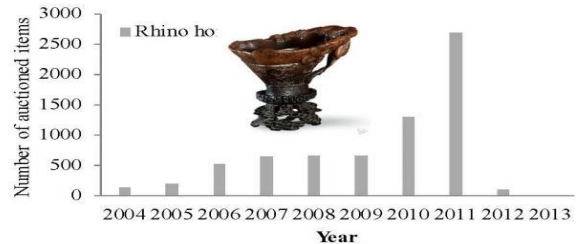
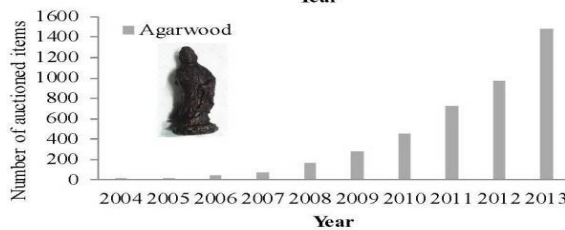


Art investment boom: ivory is just one of many



Price realized in the auction market serves as a "weather vane" for the overall market.

Not only ivory but also Mila, agar wood and rhino horn shows the same trend.

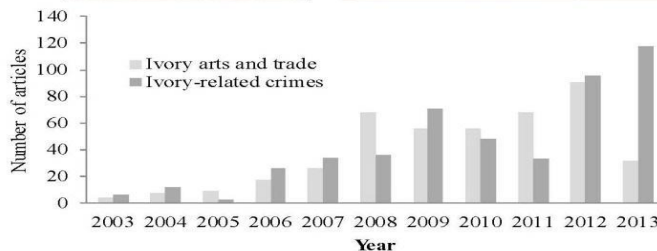


Not only ivory but also Mila, agarwood and rhino horn shows the same trend. The same as ivory products, rhino horn auction was stopped after 2012, but the price of Mila and agarwood is higher continually. Price realized in the auction market serves as a "weather vane" for the overall market. so the popular of auction market result in the popular of primary market to some extent.



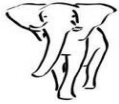
Media hype surrounding ivory investment

Mainstream mass media: TV, newspaper, magazine, website



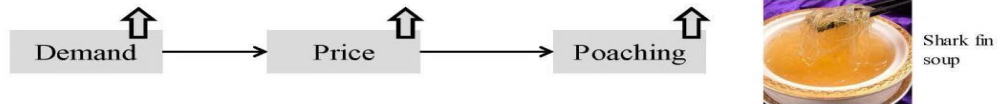
The number of pro-trade news articles about *ivory art and trade* and the number of anti-illegal-trade news articles about *ivory-related crimes*, from 2003 to 2013. Derived from a media content analysis including 1,327 articles obtained from Baidu News Archive.

The role media played here cannot be ignored. Mainstream media all have advertised the value of ivory investment, including TV, newspaper, magazine and website. This fig show the analysis of ivory news in China. I collected all the article with ivory in title from 2003 to 2013 and analysis the content of this articles. In this fig, red bar stand for the number of articles advertise the ivory art, collection and investment, and blue bar stand for the number of article related to ivory crime. When the ivory investment boom started in 2008 and the peak of ivory trade in 2011, the former is nearly twice of the latter.

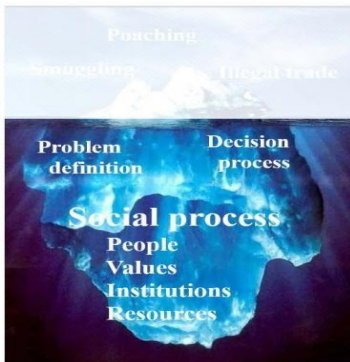
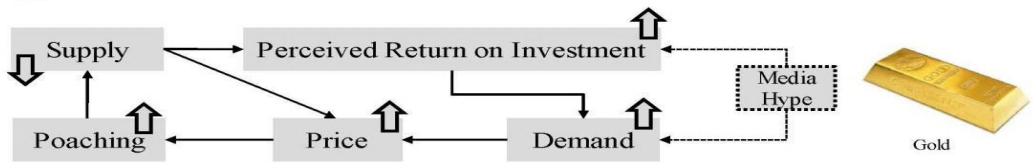


Comparing different problem definitions

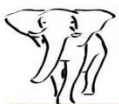
- International organizations and media: “Hundreds of millions” of Chinese middle class, “insatiable demand”, “hunger for status”.



- Reality from Chinese perspective: “Tuhaio or Baofahu”, “A thing becomes precious when it is scarce”, “inflection-proof”, “value appreciation”.



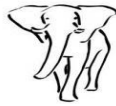
RESULT II: Different Perspectives on Ivory Trade



Numerous players



The international ivory trade is very complex. Numerous players from different levels are involved, including tens of countries, inter-government organizations, NGOs, private companies and individuals. Different group always have different point of view toward the same problem.



Different perspectives



- “Pro-trade”
- Ivory carving industry
- Traditional culture preservation

Ivory carving was included in the National Intangible Cultural Heritage of China in 2006.

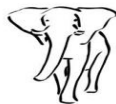


- “Anti-illegal-trade”
- Chinese conservation authorities
- Sustainable use of natural resources



- “Anti-all-trade”
- NGOs, advocacy groups
- Conservation & animal welfare

In China, there are 3 opinions of ivory trade. First one is support ivory trade, mainly in the the ivory carving and collect fields. The reason is to protect the traditional culture. Ivory carving was listed in the national intangible cultural heritage of China in 2006. The second one is hold by the wildlife conservation agency of China, which is the sustainable utilization of nature recourse. They support the legal ivory trade and strongly combat the illegal ivory trade. The last one is firmly opposition of any kind of ivory trade. This opinion mainly hold by some wildlife protection and wildlife welfare NGO. These are the 3 main view all over the world. How to trade-off between protection of traditional culture and endangered wildlife conservation is the topic we need to discuss.



Claims and counterclaims

International perspective

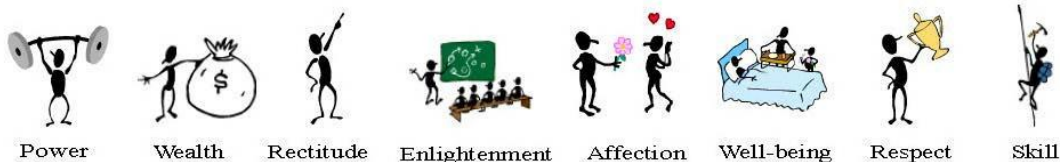
- African elephants are endangered.
- China's domestic ivory market is the most important cause of elephant poaching in Africa.
- China's economic prosperity in past decades has created a large group of middle class who have more disposable incomes and who are in demand of ivory to show off their status.
- High ivory seizure rate in China indicates high ivory smuggling level.
- China's domestic ivory market must be totally banned.
- Chinese government is not doing enough to take the responsibility of

Chinese perspective

- There are still many elephants in Africa.
- Elephant population decline is caused by many reasons including habitat loss, subsistence hunting, human-elephant conflict, natural disasters, etc.
- Chinese demand for ivory is small. Exaggeration by international NGOs and media could give smugglers and poachers a wrong image of demand, which in turn causes more poaching and smuggling.
- High ivory seizure rate is an indicator of high effectiveness of law enforcement.
- Legal ivory trade must be protected while illegal ivory trade must be eliminated.
- Chinese government has tried their best and has made progress that deserved recognition.

Except the different of the goals, the east and west hold different point of view on many other aspect. **Firstly**, the international society consider the ivory market of China is the mainly reason of poaching of Africa elephant, but China think Elephant population decline is caused by many reasons including habitat loss, subsistence hunting, human-elephant conflict, natural disasters, etc.

Secondly, the international society think China's economic prosperity in past decades has created a large group of middle class who have more disposable incomes and who are in demand of ivory to show off their status. But the Chinese point of view is Chinese demand for ivory is small. Exaggeration by international NGOs and media could give smugglers and poachers a wrong image of demand, which in turn causes more poaching and smuggling. **Thirdly**, the western consider the High ivory seizure rate in China indicates high ivory smuggling level. But China explain High ivory seizure rate is an indicator of high effectiveness of law enforcement.

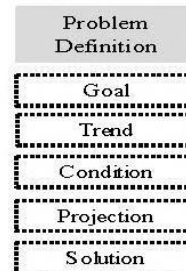


Individuals
Groups
Institutions
States
Pluralistic interests



for

Save African Elephants to Working Together



Even everyone is calling for collaborate to protect Africa elephant, actually, different individual, group, authority and nations have different interest. From different point of view, we developed different ideas. So we have different goals, trend, condition, projection and solution and every side can find evidence to support them. Then we are stocked in endless argument.



Introduction | Methods | Trends | Drivers | Social Process | Recommendations

Reconcile different perspectives

Rationality of individuals is limited by their **perspectives** (identity, demand and expectation) and the **information** they have.



The world outside and the pictures in our heads can be different.

Ivory Price

Low? vs. High?

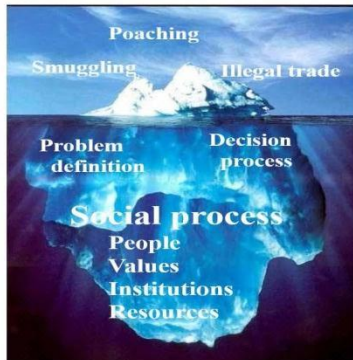
Comparing ivory market with other mainstream art markets such as paintings and porcelains.

Focusing on the gap between ivory price in China and that in Africa, whose difference is huge.

The **final challenge** of Africa elephant conservation is to reconcile different perspectives. Rationality of individuals is limited by their perspectives (identity, demand and expectation) and the information they have. The absolute objective does not exist. The world outside and the pictures in our heads can be different. An example is the price of ivory. Western people often told me the price of ivory is quite high, but in China people though ivory price is low. Chinese comparing ivory market with other mainstream art markets such as paintings and porcelains, ivory price is low. The Western Focusing on the gap between ivory price in China and that in Africa, whose difference is huge, ivory price is high. **Similarly**, other issue such as whether the ivory market in China is big or small also needs to be assessed again. to reconcile different perspectives based on fully communication and understanding is the only way to stop this endless arguing and promote cooperation to protect elephant.



Redefine the problems



I: How can we tackle the illegal ivory markets and address the demand primarily stimulated by a growing interest in art investment?

II: How can we integrate reliable knowledge and diverse perspectives to find consensus on problems and organize effective actions that clarify and secure our common interest?



A way forward



Law Enforcement

Multi-agency cooperation, regulation, and monitoring.

Awareness Raising

More targeted, which address the driver of art investment.

Coalition Building

Participation from art investment community, cultural preservation groups etc.



Decision Process: entry points for possible solutions



Intelligence

Obtaining, processing, and distributing of information



Invocation

Allocating human, financial, and logistical resources etc.



Promotion

Mobilizing public support for a policy



Application

Policy enforcement and judiciary to resolve disputes



Prescription

Setting rules, regulations laws or policies



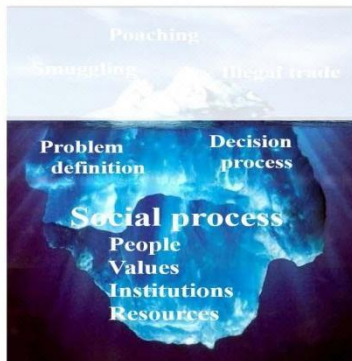
Appraisal

Monitoring and evaluation

From the overall point of view, The entire system should be improved to solve the illegal ivory trade, which including Obtaining, processing, and distributing of information, Mobilizing public support for a policy, Setting rules, regulations laws or policies, Allocating human, financial, and logistical resources etc. we need to assess the situation and gaps and how to improve of every section.



A way forward



Standpoint Classification

Specify one's own perspectives, biases, and assumptions as well as those of others with different viewpoints.

Role of Media

Influence the media to present fully informed, balanced analysis of the complex context.

New Arena for Dialogue

Create new arenas to promote cross-cultural communication and respectful dialogue.



Finally I want to express, during my research, I went to many different place and met different people. There are local communities who live beside the elephant in Africa, Park Ranger who fighting against poaching with their life, Chinese tourist and business men in Africa, philanthropist who donate for elephant conservation in the US, or NGO works who resist illegal ivory trade in Hong Kong and mainland of China. Even we come from different countries, speaking different languages, holds different culture and faith, I believe African elephant conservation is in the common interest of humanity and our common responsibility.

Translating research into actions!

THANK YOU! **Yale**



Work with media to change public perception



Share information with decision makers to inform policy formulation



Give talks to the public to encourage public participation

Organize multi-cultural tour to promote China-Africa cooperation on elephant conservation



Publications:

Gao, Y., & Clark, S. G. (2014). Elephant ivory trade in China: Trends and drivers. *Biological Conservation*, 180, 23-30.

Gao, Y. (2014). Elephant ivory trade in China: Comparing different perspectives. *Tropical Resources Bulletin*, 32-33, 101-107.

Gao, Y., & Clark, S. G. (Under review). Perceptions and information on elephant ivory trade in China: Opportunities and recommendations. *Oryx*.

Major Factors Affecting Demand of Elephant Ivory

Xie Yi

Dr. Associate Prof. School of Economy and Management, BFU

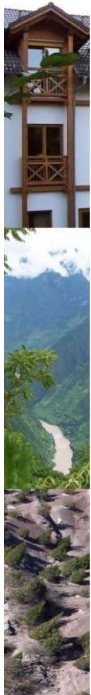


Hangzhou China 2015.1.28

Major Factors Affecting Demand of Elephant Ivory

Dr. Associate Prof. Yi Xie

- School of Economy and Management, BFU
- Email: xybjfu@126.com



Group basic information



- **Leader: Prof. Yali Wen**
- **20+ Members**
 - University Faculty
 - Scholar from Research Center and NGOs
 - Ph. D. and Master Candidates



Group basic information



● Research work:

- since 1992, research in biodiversity conservation economic and policy
- participated in revising 'wildlife protection law', 'nature reserve ordinance' and 'forestry law', formulating 'regulations on the wetland protection' as support work
- take the GEF, WB, WWF, TNC, ADB and other international organization's subject on biodiversity conservation and poverty

1. Target



- Asia has a long history and brilliant traditional culture which includes ivory carving. The region's economic development is considered a cause of growing demand for ivory, driving the black market development and threatening wild elephant populations



Content



1. Target
2. Method
3. Result
4. Conclusion
5. Suggestion





1.Target



- Does Economic growth lead to increased demand for ivory?
- What are the driving factors, present situation and the trends of ivory demand?
- How do we optimize the global policy for the protection of wild elephants?

2.Method



- **Collect information and data through various channels (2012-2014)**
 - Interview staff in department of wildlife management
 - Discuss with wildlife conservation and utilization groups
 - Discuss with wildlife protection and utilization experts
 - Hand out questionnaires to consumers

2. Method



- **Hand out questionnaire to consumers**
 - time: 2014
 - location: Beijing wangfujing industrial building, Parkson shopping center, Panjiayuan antique city
 - research object: randomly selected 288 consumers
 - questionnaire: basic situation, ivory holdings, consumers purchase intention, protection intention
 - 25 investigator (graduate students after training)

3. Result

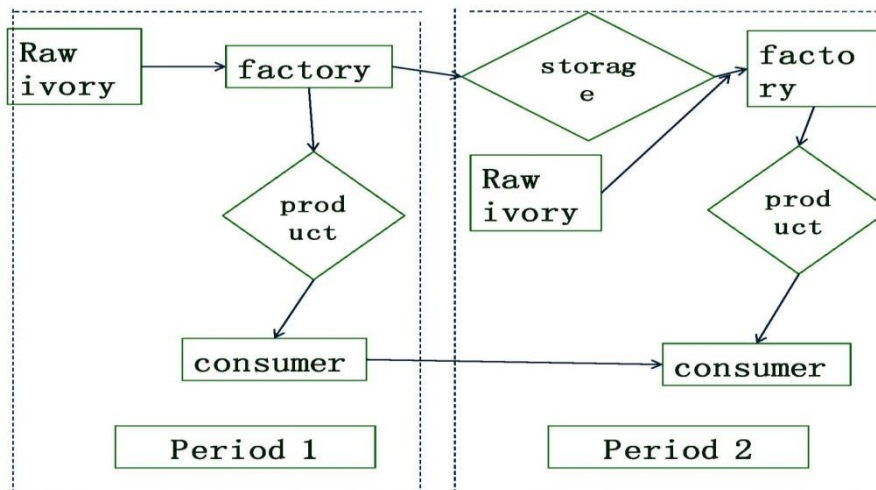


- (1) The present situation of ivory demand
- (2) The influencing factors for ivory demand (legal requirements)
- (3) The influencing factors for illegal ivory demand

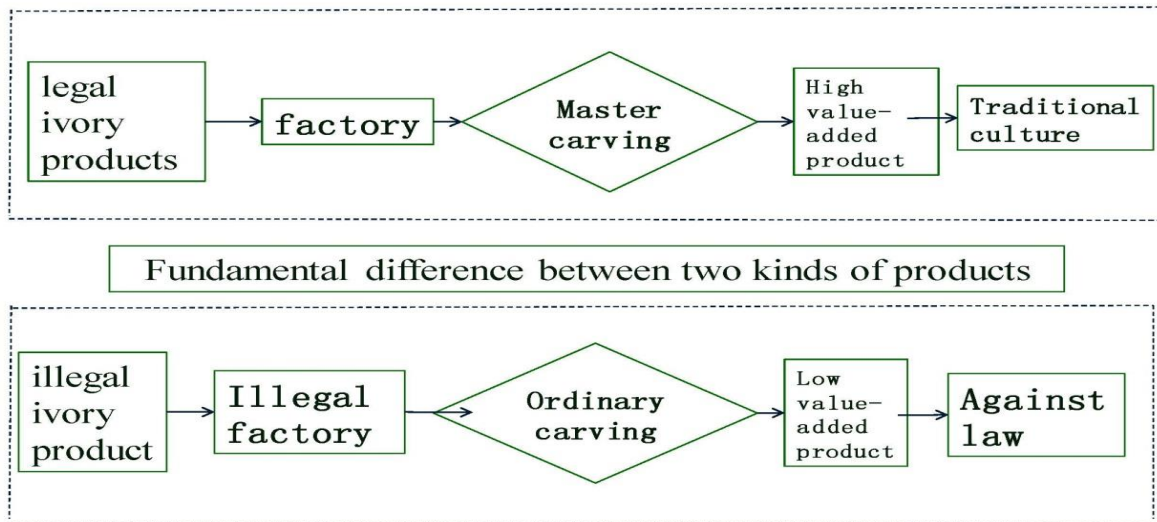
(1) The present situation of ivory demand

- Demand for raw : ivory factory (as means of production)
- Demand for ivory products: consumer (jewelry, crafts, collectibles, value-added tools)

Relationship between raw ivory and product demand



Relationship between legal ivory products and illegal ivory products



(2) The influencing factors for ivory demand



- Ivory material requirement: firm behavior, follow the principle of profit maximization.

(1) product market demand
 (2) raw material price expectations
 (3) raw material supply forecasting
 (4) the factory production capacity

(5) international policy expectations
 (6) illegal cost

(2) The influencing factors for ivory demand



- Demand for ivory products: consumer behavior, follow the principle of utility maximization.

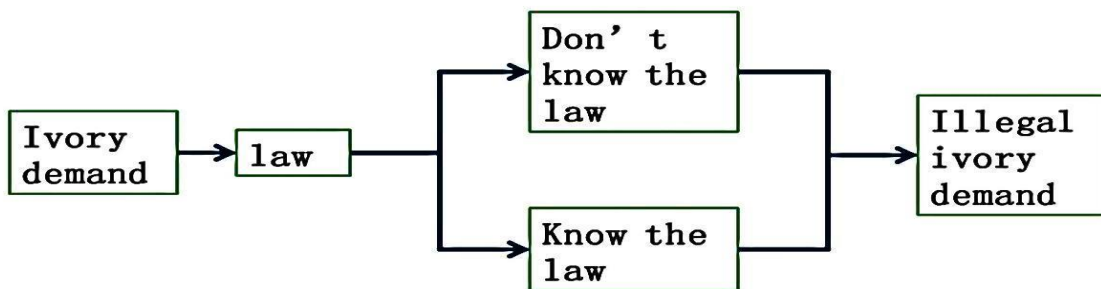
(1) income level
 (2) consumer preferences
 (3) alternative prices
 (4) how easy it is to buy

(5) the value potential
 (6) How easy it is to convert into cash

(3) The influencing factors for illegal ivory demand



- Type of illegal demand



(3) The influencing factors for illegal ivory demand



- Present situation

- (1) scattered, small
- (2) concentrated in flea markets and grocery markets
- (3) percentage is low (consumer worry about fake goods, the price advantage is not obvious)
- (4) the amount is less than the legal ivory products demand (4 tons pa)

(3) The influencing factors for illegal ivory demand



- The influencing factors for illegal ivory demand

- (1) consumers:
The lack of deep understanding and cognitive of ivory management policy and the relevant laws.
Imbalance ivory policy in different countries misleading consumer to think ivory can be converted into cash in a foreign country.



(3) The influencing factors for illegal ivory demand



- The influencing factors for illegal ivory demand

(2) Factories:

Judgments about the future policy , they may think it will be difficult to import legal ivory into China in the future, so if they hoard ivory for a long time they can have the opportunity to become "white".

4. Conclusion



- Conclusion 1: economic growth does not necessarily lead to increased demand for ivory
- **Economic growth led to the increase of the consumption ability, however, it does not necessarily lead to the growth of the willingness to spend or lead to illegal demand growth**

4. Conclusion



- Conclusion 3: Illegal ivory has small demand development and living space
Illegal ivory products compared with legal ivory products lack market competitiveness
- Stable ivory management rules can compress illegal raw ivory space for rent-seeking.



4. Conclusion



- Conclusion 2: ivory demand present situation and the change trend and its influencing factors
 - Raw ivory and products demand is relatively stable, no clear rising trend
 - demand is not only affected by consumption ability and willingness, but also by the different national legal system, the influence of policy differences between countries.

4. Conclusion



- Conclusion 4: ivory demand change trend is advantageous to the protection of the wild elephant
 - As the investment further enrich collection types, and a further blow about the illegal ivory trade, the demand will reduce, which is conducive to protect elephants, but demand for ivory outside of Asia should receive more attention.

4. Conclusion



- (1) Strengthen law enforcement, and improve the illegal trade risk and cost.
- (2) Strengthen public education, prompt consumers to really understand the management policy. Squeeze the illegal ivory market space.



5. Suggestion



(3) Prompt ivory management policy balance between countries, such as Europe and the United States, should specifically identify measures and create a strict sale process.

(4) The international community should clear position of sustainable development, to crack down on hoarding ivory imaginary space.

5. Suggestion



(5) Carry on in-depth comprehensive investigation to possible existence illegal ivory market. China's illegal demand is far less than the number of African elephant poaching, so other countries and regions should also have illegal markets.

Ivory Economics and the African Elephant Poaching Crisis A Brief Presentation

Claudia Sobrevila

The World Bank

Description
Main features

Ivory Economics and the African Elephant Poaching Crisis A brief presentation

Claudia Sobrevila, The World Bank

Ivory Demand Reduction Workshop, 2015

Ivory Economics

Description
Main features

Objectives
Method
Speculation on Carved Ivory

- Description
 - Objectives
 - Method
- Main features
 - Outline
 - Key dates

What is the on-going study about?

- Conducting an economic analysis of the determinants of elephant poaching in Sub-Saharan Africa
- Linking supply side (poaching in Africa) with demand side (consumption in rest of the world)

What is the on-going study about?

- Reviewing and discussing within a unified framework a wide range of policies aimed at curbing poaching including (but not restricted to)
 - law enforcement and conservation activities,
 - international trade policies,
 - and regulation of consumer markets.

The targeted audience?

- Report findings will potentially guide Bank policy
- Broader audience
 - CITES member States
 - Donor/Policy community

Description
Main features

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Description
Main features

Objectives
Method
Speculation on Carved Ivory

Economic analysis

- A look at the ivory market: prices and quantities
- Analysis of the interconnection between policies, incentives, and prices:
 - Prices shape incentives of poachers, traders, consumers
 - Policies change incentives of some market actors, inducing a change in prices, which in turn affects incentives of all market actors, etc.

Description
Main features

Ivory Economics
Objectives
Method
Speculation on Carved Ivory

Data compilation

- Compilation of ivory price data over the period 1989-2014 and across the world
 - aggregation of individual surveys in selected publications
- Analysis of price data, alongside poaching data (MIKE), elephant population data (AED) to shed empirical light on theoretical economic arguments

Description
Main features

Outline
Key dates Carved Ivory

- Description
 - Objectives
 - Method
- Main features
 - Outline
 - Key dates

Description
Main features

Outline
Key dates Carved Ivory

General outline

- Regulating supply of raw ivory
- Regulating international trade of raw ivory
- Regulating demand of carved ivory

Description
Main features

Ivory Economics
Outline
Key dates Carved Ivory

Regulating supply of raw ivory

- Law enforcement
- Conservation activities
- Look at demand-said of the market to assess the effectiveness of these policies on deterring poaching

Ivory Economics

Regulating international trade of raw ivory

- Evaluation of international trade policies
- Discussion of stockpile management policies
- Look at the demand-side of the market with an emphasis on market expectations

Regulating demand of carved ivory

- Understanding consumption vs. speculation
- Demand reduction interventions: changing consumption and speculative value of ivory
- market regulation
- awareness raising interventions
- Look at the supply-side of the market with an emphasis on market expectations

- Description
 - Objectives
 - Method
- Main features
 - Outline
 - Key dates

Milestones

- Expert consultation (commissioning of background papers to experts in selected areas): Spring 2015
- Stakeholder consultation (interim review): Fall 2015
- Release of report around CoP 17
- 66th meeting of the CITES Standing Committee (January 2016)

Ivory Economics

Ivory Economics and the African Elephant Poaching Crisis Demand Reduction in Consumer Markets

Ma Lin

The World Bank and National University of Singapore

Ivory as a Commodity
Policy discussions

Ivory Economics and the African Elephant Poaching Crisis Demand Reduction in Consumer Markets

Lin Ma, The World Bank and National University of Singapore
Ivory Demand Reduction Workshop, 2015

Ivory as a Commodity
Policy discussions

Changing consumers and investors' valuation of ivory
Managing raw ivory market expectations
Regulating carved ivory markets

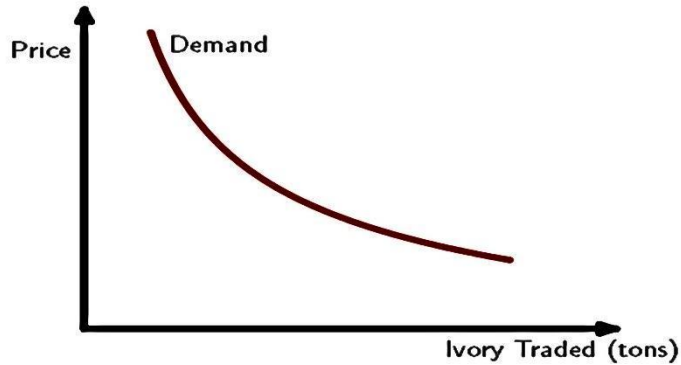
Outline

- 1. Ivory as a Commodity
 - Supply and Demand
 - Speculation on Raw Ivory
 - Speculation on Carved Ivory
- 2. Policy discussions
 - Changing consumers and investors' valuation of ivory
 - Managing raw ivory market expectations
 - Regulating carved ivory markets

Ivory Economics

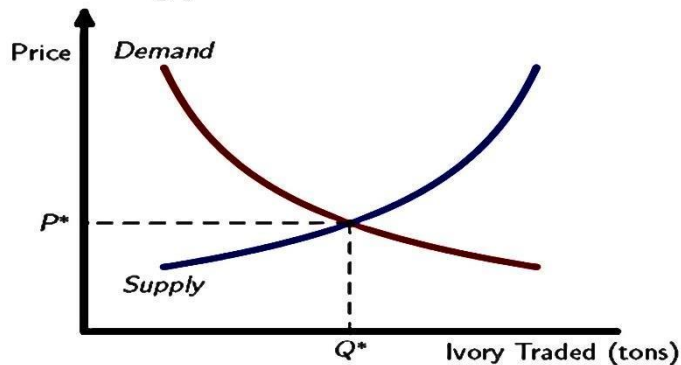
Supply-Demand Link

The price and quantity of ivory traded can be determined with supply-demand analysis:



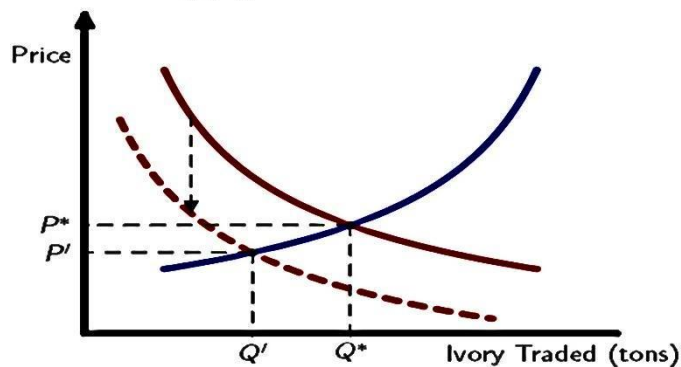
Supply-Demand Link

The supply and demand curves determine the quantity traded and the market-clearing price.



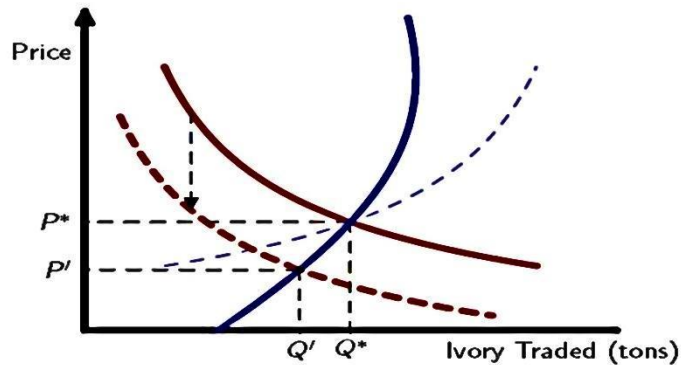
Supply-Demand Link

Any policy aimed at the demand side needs to consider the feedback from the supply side:



Supply-Demand Link

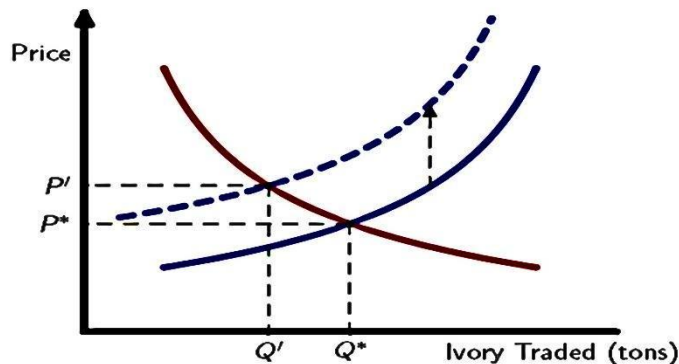
The same demand-side policy can lead to different results, if the supply curve is different:



Ivory Economics

Supply-Demand Link

Similarly, any policy aimed at the supply-side needs to take demand curve into consideration as well:



Ivory Economics

Speculation and Ivory Trade

- Raw ivory is storable — a key feature that separates elephants from other open-access natural resources.
- Storability implies that speculation can be an important factor in ivory trade

Storage today in anticipation of higher prices tomorrow.

- Prices today reflect not only supply and demand today, but also expectations regarding future supply and demand.

Ivory “run”

- Self-fulfilling expectations (Kremer and Morcom, 2000) can have dire consequences for elephant population.
- Expectations of future shortage of ivory) High prices for raw ivory) Strong incentives for poaching) Depletion of elephant population) future shortage
- Expectations of future “abundance” of ivory) Low prices for raw ivory) Weak incentives for poaching) Replenishment of elephant population) future “abundance”

Ivory Economics

Carved Ivory is Storable

- Beyond current consumption value (decoration, cultural, artistic, social signal), future consumption value implies speculation.
- Prices internalize current and market expectations of future demand versus supply factors.
- However: can there be a bubble?

Speculative Bubble

- Definition of bubble: when prices do not reflect economic fundamentals (i.e. current and future supply versus demand).
- Intuition: price is high because of expectation that tomorrow someone will buy at higher price, and so on.
- Economics literature: conditions for such behavior not to be arbitrated away are:
 - very strong but neither impossible nor implausible.
 - ultimately an empirical question to be potentially addressed with price data (Shiller, 2003)

Ivory Economics

Ivory Central Bank

- Credibly lower prices in the future with increased supply to deter market expectations around ivory “run” (Kremer and Morcom, 2000)
- Subsequent debate : Bulte, Horan, and Shogren (2003)

Examples

- Tulip mania (17th century Netherlands): Garber (1989)
- Dot com bubble and the “New Economy”
- U.S. housing bubble
- Oil price, art price bubbles...

Regulation of consumer markets

- Various instruments:
 - conservation tax
 - ban or moratorium
 - other forms of domestic market regulations

Demand reduction

- On demand from consumers:
 - awareness raising on elephant population externality
 - stigmatization of ivory products
- Effects are static but also dynamic
- investment in younger generations could have immediate effects

The Influence of Chinese Ivory Management And Misleading Information

Jin Yu

Professor, State Forestry Administration Detecting Center of Wildlife

The influence of Chinese ivory management and misleading information

Jin yu Professor

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Introduction

Key point of the Chinese ivory and ivory products standard management system

- ▶ In accordance with the administrative licensing examination and approval system:
 - ▶ Raw material blending
 - ▶ Processing and sales
 - ▶ Import and export
- } All need to obtain the administrative licensing of the state forestry administration (SFA)
- ▶ Fixed-point processing 、 Sales system: 37 processing enterprises 、 137 Points of sale (By the end of 2014)
 - ▶ The registration of the ivory raw material and the marker of the ivory products
 - ▶ Setting up the information management system
 - ▶ Implementation of a multi-sectoral joint law enforcement inspection

Introduction

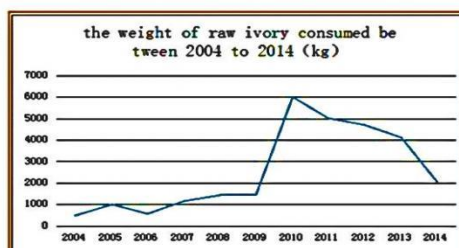
The technical support offered by wild fauna and flora testing center SFA

- ▶ Participating in the administrative license review
- ▶ Establishing, maintaining, and managing the data base of the raw ivory material and products:
 - ▶ Ivory or ivory products should all be registered
 - ▶ Setting up a two-way marker system , realizing the tracing management from the raw material to the products
 - ▶ Offering to the public the query function
- ▶ On the basis of the administrative licensing decision , technical checking of all used ivory raw material and products, issuing a license to the ivory products.
- ▶ Technical inspection to all the ivory processing and business activities
- ▶ Tracing the ivory raw material and their products, sales status, monitoring the illegal trading information, doing more research and providing some policy related suggestions.

1. Chinese ivory processing and operating conditions and the ever possible vulnerability analysis

Ivory legal processing :

- ▶ From 2004 to 2008, processing capacity was low and material reserves were limited in each enterprise with only a small amount being used each year. Due to the collecting market, the price of ivory products increased.
- ▶ In 2009, the African ivory legally allocated to the relevant enterprises was given a high evaluation on the market. Departments should take macro-control means, such as approving more raw material supply, in order to limit the increasing trend of the ivory and the products
- ▶ After 2010, market sales situation did not meet the expectations of the processing enterprises. Although 5 tons of raw materials can be approved for processing each year, the industries processing amount was decreasing step by step. This shows that the market's supply is larger than demand.



The changes of ivory raw material price :

- ▶ In 2004, the auction price of the ivory raw material confiscated by law enforcement was 2300 RMB/kg, with the highest quality one can be up to 4500 RMB/kg.
- ▶ In 2009, the quality of the legally imported ivory was much better than that auctioned in 2004. The price to the processing enterprises varies from 2500 to 8500 RMB/kg, depending on quality
- ▶ Currently, the price of the highest quality legal ivory can be up to 13,000 RMB/kg. The price is high mostly due to the storage amount, the management and so on.

Ivory products price changes :

- ▶ Bracelet, necklace, etc with low level craft are approximately 2-3 times more expensive than in 2004
- ▶ High level craft items are 3-5 times their 2004 prices
- ▶ Special master-level craft items are difficult to compare to 2004 prices

1. Chinese ivory processing and operating conditions and the ever possible vulnerability analysis

- ▶ **Possible defects in the management** — Points of focus: Does the legal process management system cover up illegal activities?

Management requirement:

- ▶ Strict examination and approval system make it hard for the illegal ivory to mix into the legal raw material data base;
- ▶ The collection certificate should match the used legal raw material. If the processing enterprises use the illegal ivory product to apply for the certificate, they risk damage or de-legalization of their ivory, or they will face huge risks.

Analysis of causes:

- ▶ We used to check the records of materials coming in and going out, but we did not double check the stored raw material or semi-finished products, resulting in a leak in the enterprise
- ▶ Previously, when checking selling places, we mainly checked to make sure the product matches its certificate. No check was done on items outside of the counter.
- ▶ Some of the law enforcement staff can tell the difference between ivory and mammoth teeth

Existing problems:

- ▶ There used to be some legal processing enterprises which joined in illegal smuggling ivory of ivory
- ▶ Not a lot of the legal points of sale are using 'one certificate for many products' or showing the products as mammoth teeth or other methods to escape the checking in order to cheaply sell the ivory products which are illegally smuggled.

1. Chinese ivory processing and operating conditions and the ever possible vulnerability analysis

► Management methods:

1. Add more surprise checks to the legal processing enterprises, double check their ivory raw materials, semi-finished products, finished products and legal raw material data base, to see whether they own some illegal ivory. Through this method we have already discovered 2 processing enterprises involved in illegal ivory processing, and their principals were sent into the jail
2. Uniformly printed publicity pages should be placed in assigned sales places and buyers would be advised to ask for collection certificates. Sellers can be sued for not offering the certificate and face serious punishment if they do not place the printed publicity pages.
3. Special counters should be set in the assigned sales places and not put alongside mammoth teeth or similar items.
4. Add more inspections to the sales places, thoroughly check that the product matches its certificate and collection amount on the certificate. For violations should be prosecuted based on the laws in place.

Results:

After the complete inspection to the processing enterprises and the sales points in 2014, there were no reported illegal situations and no complaints or reports from the customers

2. The influence of the misleading information to the illegal ivory requirement

Exaggerating Chinese demand for ivory :

Previously, the Chinese people could not afford ivory and produced ivory products to sell to Europe. However, there is now a large bourgeoisie in China that can afford to purchase ivory. From 2010 to 2012, there were over 100 thousand elephants killed in Kenya. During this same period, there was a rapid increase in the amount of ivory being sold in China and the likelihood of a sell point selling out of ivory. ('Elephants saving' organization report, in 2014, China got a huge need for ivory(Britain <daily telegraph>, 2014))

Boast high ivory prices in China :

In 2008, 157 USD/kg, in 2011, 7000 USD/kg. (Environmental Investigation Agency)

During the past few years, the price of the ivory in China rose sharply. Within 3-4 years, the price tripled and products could get 10-12 times than they had in the past decade. (Esmond Martin 2014)

Belittled China's law enforcement supervision :

Behind each ivory smuggling case, there are 20 to 30 cases that are not being investigated. (Davia Higgins , Interpol environmental crime project director)

Ivory trade in China is losing control (BBC)

China has extensive illegal trade, with three times as many illegal businesses than legal ones in Beijing and up to 8 times as many in Shanghai (Britain, The Times)

Public opinion messages :

- China has a large ivory market
- The ivory trade profits are huge in China
- The risk of smuggling ivory in China is low
-

The results of the misleading information's wide spread :

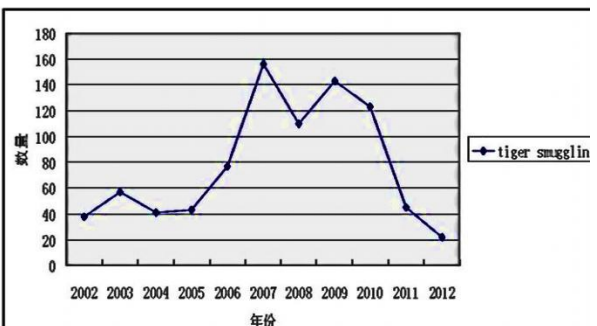
- Create an 'imaginary Chinese illegal ivory market'
- Too many fake labels for 'the market'
 - Big demand
 - High price
 - Slacken management
 - Slacken law enforcement

2. The influence of the misleading information to the illegal ivory requirement

► The spreading of the misleading information has a significant stimulation to poaching and the illegal trading

- Example 1: In 1980s, some suggested that giant panda fur was worth millions dollars. As a result, local people began hunting pandas illegally to sell the fur.

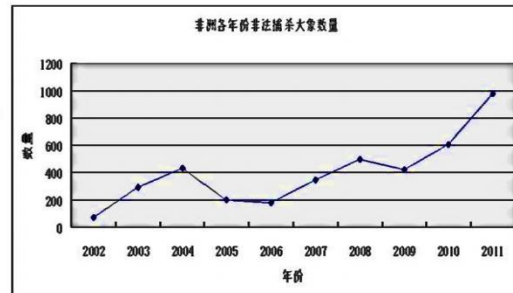
- Example 2: In 2005, some organization claimed that the Tiger bones were used in traditional Chinese medicine. This statement was spread through several different methods. In 2007, the 14th CITES congress and in 2010, the 15th CITES congress reached the peak point of the public opinion. After the St. Petersburg summit meeting on tiger conservation this belief faded away. Tiger smuggling cases during this period are shown in this figure. People from overseas brought tiger fur and bone into China, and when they left because they could not find buyers they were caught



2. The influence of the misleading information to the illegal ivory requirement

► The misleading information is pushing the poaching and illegal smuggling of African elephants

- In 2004, China implemented stricter management measures
- In 2006, China began to fight for the legal importing country seat. Meanwhile, misleading information about the Chinese ivory market began to increase.
- Before becoming a CITES certified importation country in 2008, the related public opinion came to its peak
- After importing ivory from Africa in 2009, some organizations and individuals began to spread information that China's market supply was less than its needs and therefore there must be illegal trade. As a result, prices increased very quickly.
- Before the 16th CITES congress, all the misleading information came to the second peak



Analyze :

- African elephant poaching began after the spread of misleading information
- 'High demands, high price, slacken management and slacken law enforcement' are some examples of allegedly false information
- Poachers hunted for an "imaginary market"

2. The influence of the misleading information to the illegal ivory requirement

According :

- Ivory demand in China is lower than the amount of poaching in Africa
 - 137 legal points of sales annually can sell ivory product 3000~4000kg.
 - There is an average of 300-500 tonnes of ivory from poached elephants a year. This amount of ivory would need thousands of legal places to sell.
 - ✓ According to the info, illegal sell of ivory products is scattered
 - ✓ Most illegally sold items are small
 - ✓ The buyers are suspicious of sellers, making it difficult to sell ivory
- Many African countries sell illegal ivory to Chinese tourists, providing another way for illegal ivory to enter the Chinese market

Analyze :

- African elephant poaching began after the spread of misleading information
- 'High demands, high price, slacken management and slacken law enforcement' are some examples of allegedly false information
- Poachers hunted for an "imaginary market"

3. Suggestions to curb the demand for illegal ivory

1. Maintaining and increasing law enforcement to watch over legal processing, ivory sales enterprises, and selling places. Ensure that staff knows the risks of selling illegal products in order to prevent them entering the market.
2. Establishing the reward system to encourage customers and processing staffs to report illegal activities
3. Increase consumer awareness on the risk of illegal purchasing
4. Stop providing misleading information

Thank you so much for your attention! ! !



Writing in the last

The data base management system was highly spoken of

- ▶ In 2009, Willem Wijnstekers who is the former secretary general of CITES together with Jonathan Barzdo who is the department chief of the convention support came specially to check the data base system
 - ▶ Willem Wijnstekers: North-east Forestry University and the wild fauna and flora testing center impressed me deeply, their work has the significant meaning to the wildlife conservation from the global level. The ivory data base and tech created by the center is a good example to CITES and the law enforcement department, many CITES member countries should learn the method from China.
 - ▶ Jonathan Barzdo: Their work impressed me a lot.



Art Auctions and The Market For Ivory

Bai Xin

AMMA,ART MARKET MONITORING CENTER OF ARTRON



Art auctions and the market for ivory

Bai Xin

AMMA,ART MARKET MONITORING CENTER OF ARTRON



Content

- 1. Ivory auction market status
- 2. China's ivory products collection factor analysis
- 3. Conclusion

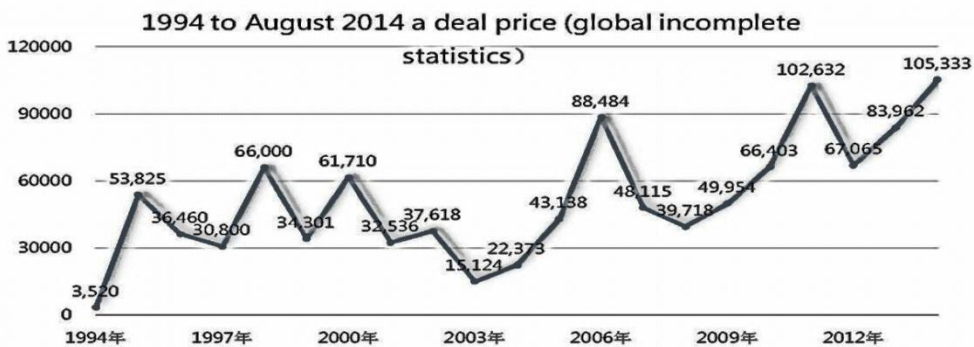


1.1 Ivory products collection status-- the Chinese market characteristics

Due to an increase in global demand for ivory, elephants have become an endangered species. China has taken strict control measures on ivory trade and created several policies to restrict it. Only a few formal channels remain legal. Other channels risk breaking the law, so there has been little ivory auction trading volume.



1.2 Ivory products collection status -average price

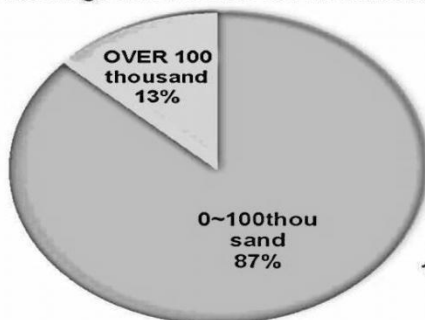


Ancient ivory carving price is rising

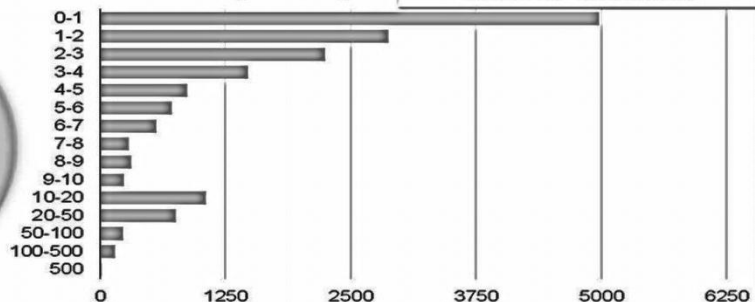


1.3 Ivory products collection status--price

Percentage below or over 100 thousand RMB



percentage Unit:10 thousand



Ivory carvings are hand crafts. Most item prices are under 100 thousand RMB with the average price being under 50 thousand RMB.

- 1. Ivory auction market status
- 2. China's ivory products collection factor analysis
- 3. Conclusion

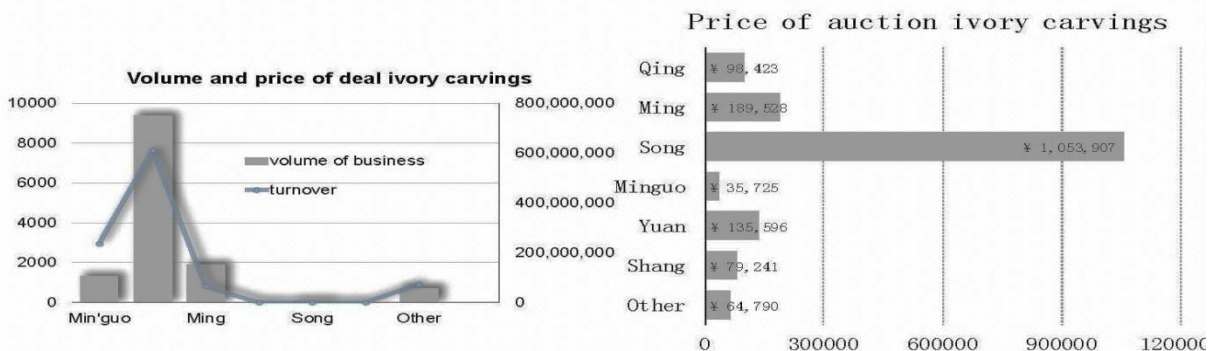


2.1 China's ivory products collection factor analysis --TOP10

TOP10 of ivory carvings				
Name	Deal price (RMB)	Auction company	Creation era	Auction date
Ivory carving of Huliren	2,496,400	Sotheby Hong Kong	Yuan	2014/4/8
Qianlong Ivory carving of 8 arms guanyinpusa	2,306,800	Sotheby Hong Kong	Qing	2014/4/8
Qing 18 th century Ivory carving of Tuliufang pen container	2,119,880	Sotheby Hong Kong	Qing	2014/10/8
A CARVED IVORY RUYI SCEPTRE	1,845,125	Christie London	18 century	2012/5/18
Ivory carving of 3 immortal named Fulushou	1,344,000	Hong Kong Gardner	Middle Ming	2013/9/1
Ivory carving of Nufanxishi button imprint	1,051,085	Sotheby London	Qing 17 century	2012/5/16
Ivory carving of Tree shape pen container	1,038,584	BanHansi	18 century	2014/5/15
Qianlong Ivory carving of birdcage with jade	920,000	Chongyuan Shanghai	Qing	2012/10/19
Ivory carving of baby play container	867,845	Sotheby London	Qing	2012/5/16
A RARE LACQUER-GILT AND ENAMELLED IVORY VASEQING DYNAS	796,740	Sotheby Hong Kong	Qing	2012/4/4
Ivory carving of distinguished man sitting	751,875	Sotheby Hong Kong	End of Ming	2013/4/8



2.2 China's ivory products collection factor —— creation era



Most items in the antique market are from the Qing Dynasty. The highest priced items come from the Song Dynasty due to appearance and scarcity. However, there are fewer items from the Song Dynasty and the prices are hard to replicate.

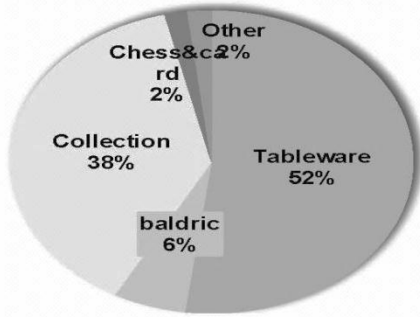


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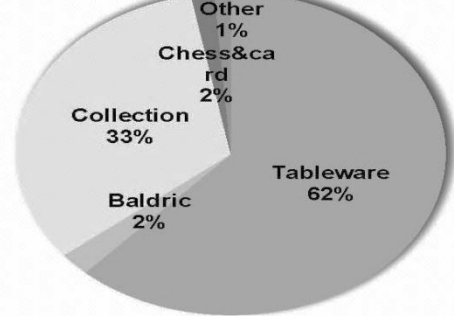
2.3 China's ivory products collection factor

--categories of ivory carvings

Percentage of different categories



Amount of deal price of different categories



Ivory carvings are mostly furniture items or functional collections due to the characteristics of ivory and market demand

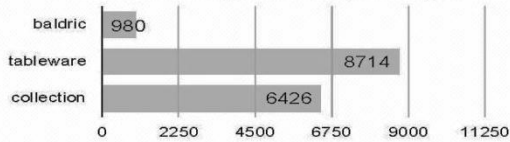


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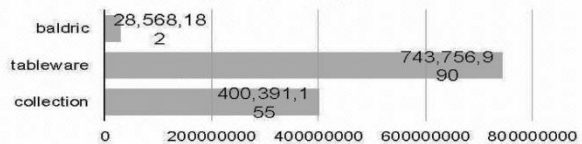
2.3 China's ivory products collection factor

--categories of ivory carvings

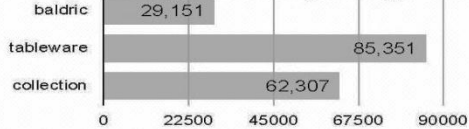
From 1994 to 2014, August, total volume of different categories of ivory carvings



From 1994 to 2014, 8 total price of different categories of ivory carvings



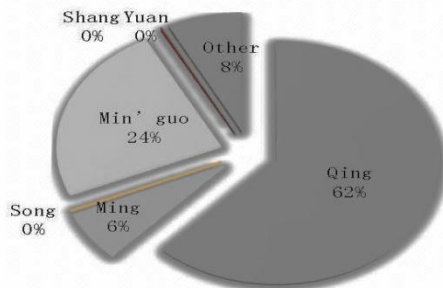
Average price of different categories of ivory carvings



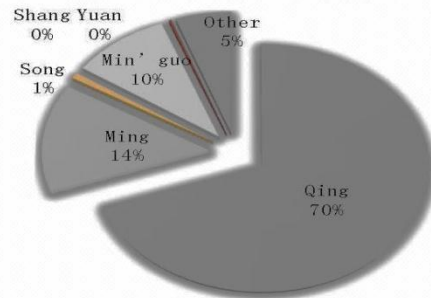
Artron

2.4 China's ivory products collection factor Theme

Religious theme category total transaction volume accounts for each period



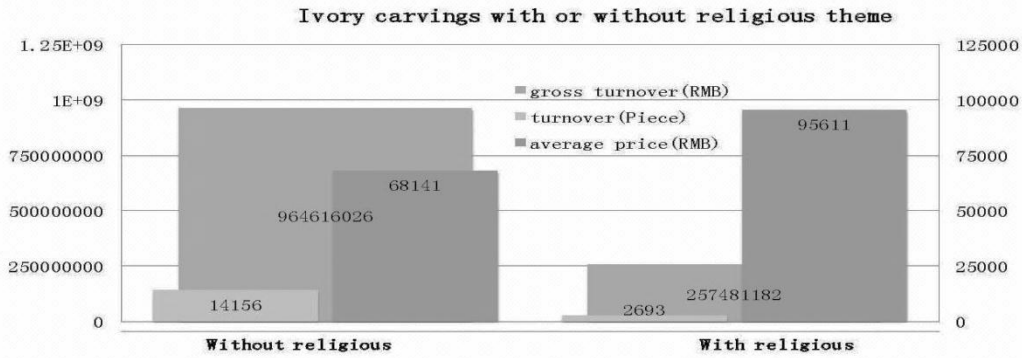
Religious theme category total transaction price accounts for each period



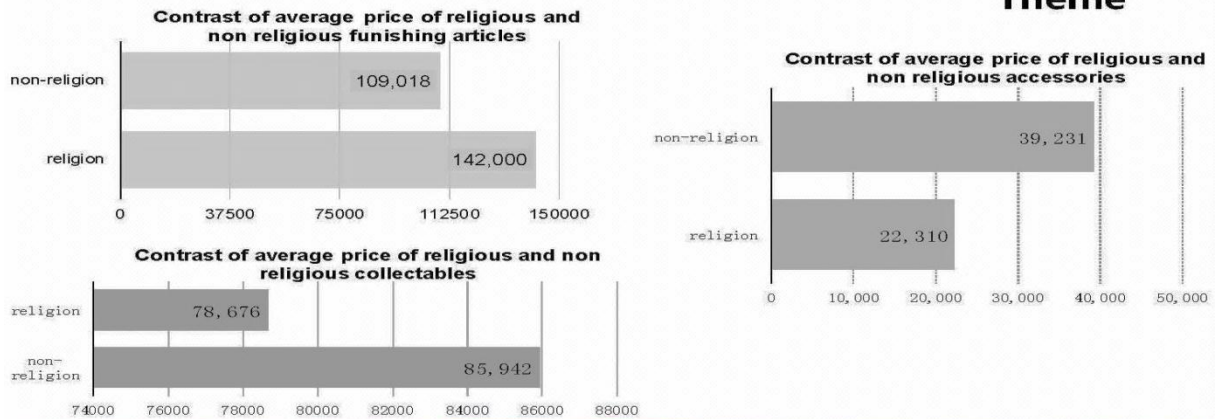
In the same year, ivory carvings with religious theme had higher prices



Artron 2.4 China's ivory products collection factor Theme



Artron 2.4 China's ivory products collection factor Theme



Artron 2.4 China's ivory products collection factor Theme

Religious and non religious theme category total transaction volume and price

Amount	collectables	furnishing articles	accessories
religious	322	4830	682
Non religious	4375	1610	84
The total volume of business (100 thousand)	collectables	furnishing articles	accessories
religious	25333629	526558034	26755639
Non religious	375994615	228620827	1874043

Religiously themed items are an expression of traditional Chinese culture and religiously themes accessories made up the largest proportion of items and religiously themed furnishings making up the greatest amount. Collectables are mainly non-religious because they are not suitable for religious subjects, such as Buddha playing cards.

Furnishing items are more suitable for religious images such as carved Buddhas. Religiously themed furnishings have a higher average price due to their large size.

In conclusion, furnishing articles make up the largest portion of religiously themed items and have a higher average price.

- **1. Ivory auction market - tiny**

The secondary market channel is essentially closed to contemporary ivory carvings, and there is no special sale of ivory antiques. Most products are mostly wood with inlaid ivory and items made solely from ivory are very rare. There are less than 100 of such products in mainland China.

- **2. New ivory carvings have lower demand, the real collectors only accept the old ones**

Ivory markets main demand point is antique ivory items because new pieces don't circulate well in the secondary market. Thus, the demand for contemporary items will continue to shrink. Based on incomplete statistics by AMMA, the demand for antiques focuses on ornaments and cultural supplies from the Ming and Qing Dynasties. In this respect, collectors can pay more attention to mainstream auctions.

- **3. In today's global information age, the auction market information is highly transparent. The high price of virtual overseas ivory will stimulate demand.**

Professional collectors will not buy contemporary ivory. Ordinary consumers may mislead auction collection information.

In addition, no sale no killing. It is very important to control the buyer education. On the other hand, it's necessary for the seller's control. The buyer's market sometimes is out of restrict, the seller positive education and training can have a better effect. Active efforts on both sides can solve the problem of ivory trade.

determining the price. However, it is difficult to determine all the factors determining the level of craft through quantitative statistics. Famous carvers will have a higher value and must be sold through legal channels.

- Carvings from the south use raw material for sculpture of the Han nationality traditional craftsmanship. In the Qin and Han dynasties, Guangzhou's ivory carving had a specific development. In the Ming and Qing dynasties, the technology and the scale of production were at their peak.

- Beijing ivory carvings have been particularly prevalent since the Ming dynasty. Ivory carving were produced in the imperial palace during the Qing dynasty. Imperial workshop artists came from Yangzhou, and Guangzhou. They learned from ancient painting, stone carvings, clay sculptures, and other rich art form.



The Speculative Market For Ivory

Brendan Moyle

Massey University

THE SPECULATIVE MARKET FOR IVORY

Dr Brendan Moyle

Brief Background



Zoology Background

- PhD Economics
- Academic appointment



Crocodylians

- Farming and illegal harvest
- IUCN/SSC Crocodile Specialist Group



Tigers

- Illegal black-market analysed



Elephants

- Studying ivory markets, smuggling

Market Segments for Illegal Ivory

Research has identified three main segments

1. Speculative Market
2. Illegal Market for Carvings
3. Legal Market for Carvings via laundering

- Speculative market is likely the largest
 - Ivory is durable hence an investment good

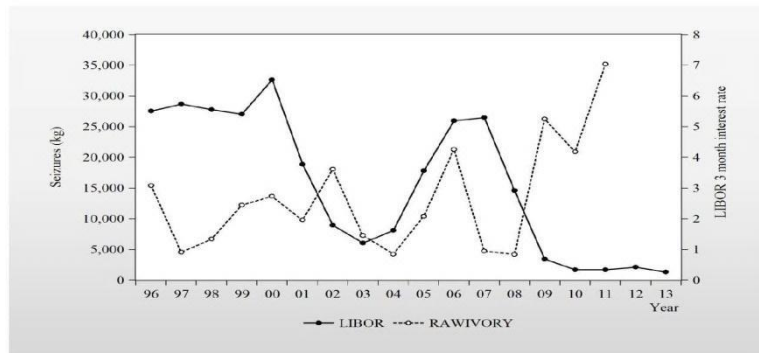


Evidence for Large Speculative Market

Growth in raw ivory seizures

Divergence between raw and worked ivory seizures

Limited production capacity to turn raw ivory into carvings



Moyle (2014) shows large shipments (investment grade) are **partly** explained by interest rates.

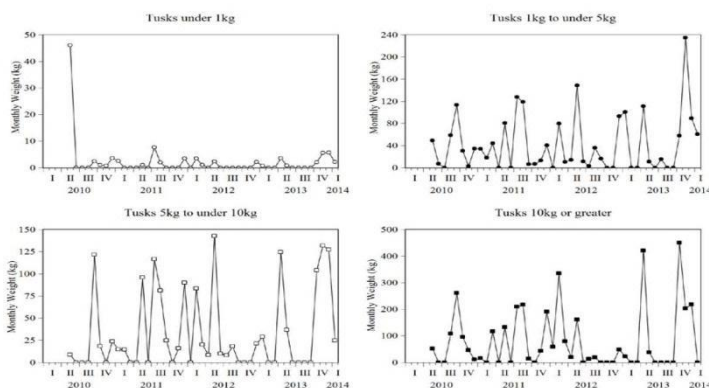
Small worked shipments (consumption grade) are not explained by interest rates.

Production Bottlenecks Exist

37 legal factories use 28-30 tusks per month

None used up between July 2009 and April 2010

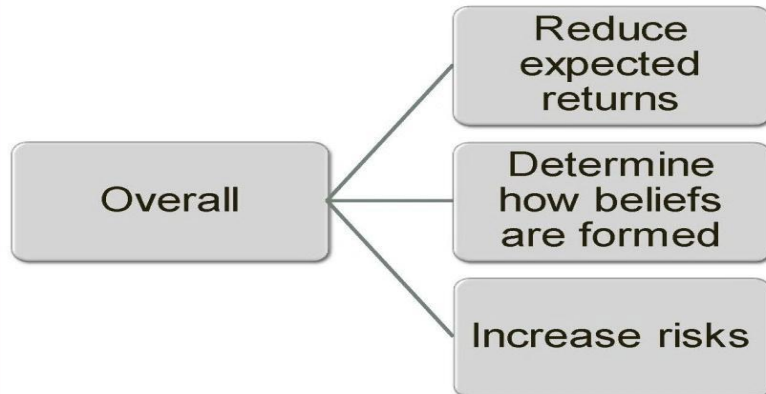
25,000 poached elephants implies **4000 tusks** per month



Demand For Speculative Ivory

Speculation for any assets driven by

1. Expected Return
2. Risks of holding asset
3. Alternative Investments Opportunities

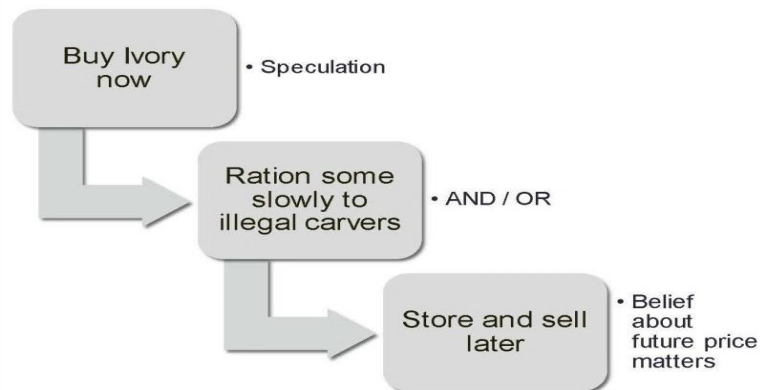


Strategies

Ivory speculation is attractive for two reasons

1. it can be sold as an input
2. It can be sold later to other speculators

Key point: beliefs about future matter. Current market conditions matter less.



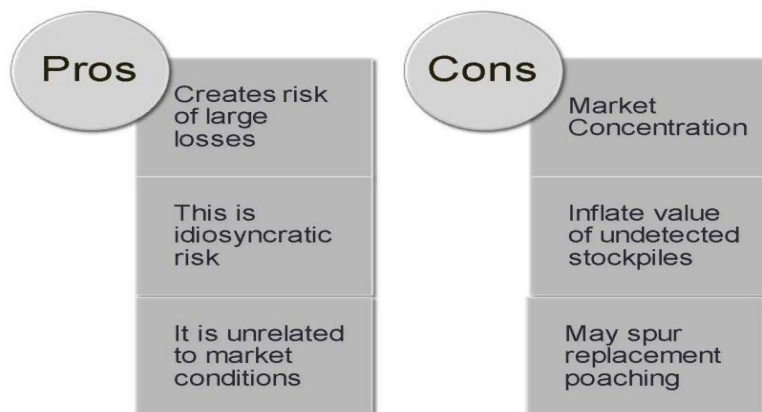
Law Enforcement

Generates risk for speculators of large losses

Interdictions of big shipments crucial

Aside: there are two types of risks

1. Idiosyncratic
2. Market or systematic



Anti-Consumption Campaigns

Exaggerating risk of extinction may strengthen belief raw ivory will become more valuable.

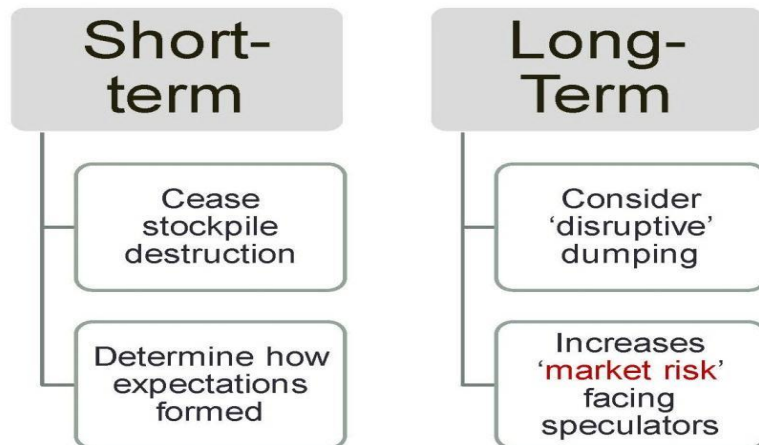


Billboard in Hekeu, Yunnan before CITES COP 2008. Conspicuous anti-consumption campaigns predate the 2008 CITES one-off sale

Stockpiles

Some options (not prescriptions)

Stockpile destruction runs risk of inflating belief criminal stockpiles are more valuable

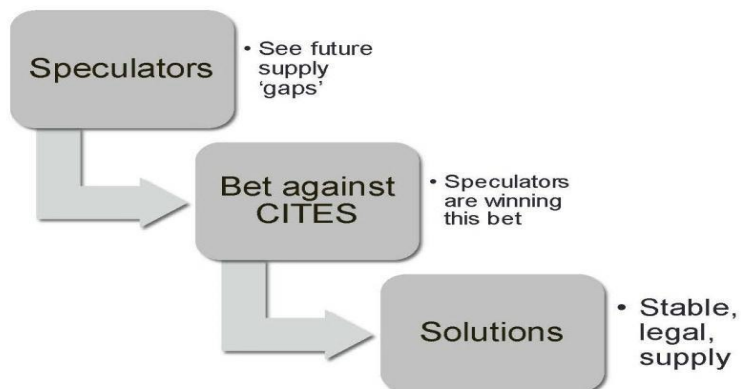


Supply Uncertainties

Unpredictable legal supply contributes to speculative demand

More likely speculators will be able to

- find buyers wanting to purchase illegal ivory
- use market power to charge higher prices
- the more irregular and uncertain supply is



Summary

The Speculative Market is likely the largest

It is most neglected

Speculators have benefitted from current regime

Counter Strategies need to:

1. Attack these demand factors
2. Avoid actions that may fuel them



The consumer markets for ivory carvings

Kirsten Conrad

Asia Cat

Markets: Overview

From 2009-2014, 13.78t of legal ivory was consumed out of 18t made available

25,000 – 35,000 African elephants poached annually. If carved, would require 3,000 – 5,000 artisans, and would equate to 20-30 times the legal output.

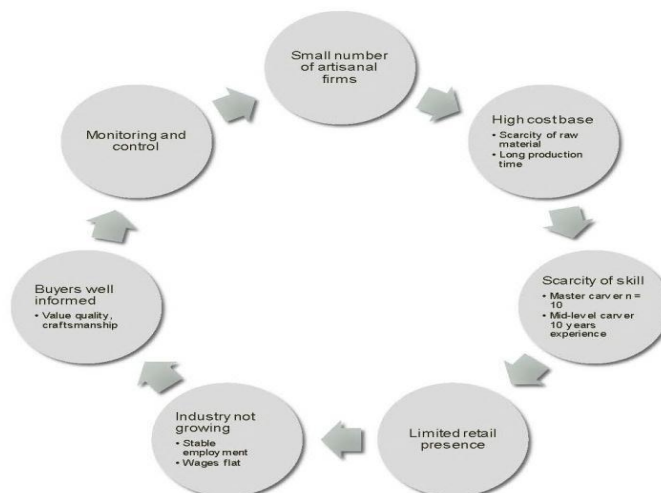
Evidence strongly supports stockpiling

Consumer demand for carved ivory is:

- the most visible ivory market, but
- this does not make it the largest



Legal Ivory Market



Illegal Ivory Market

Smaller operations, small stock, mobile

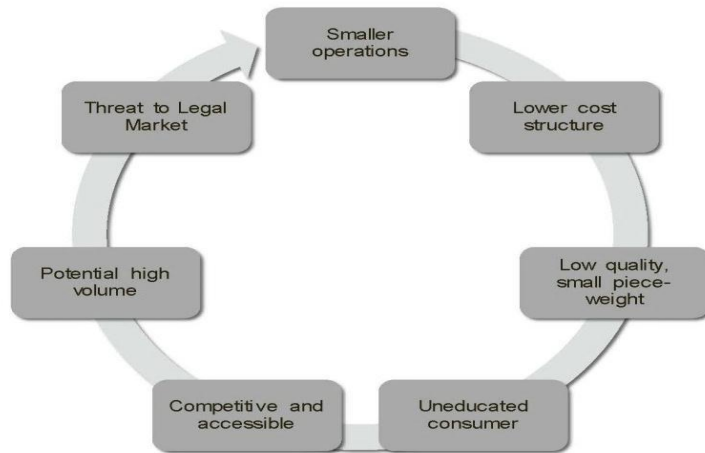
Lower cost structure, less skilled labor, cheaper distribution channels

Evidence suggests uneducated consumers, low quality, small piece-weight

More competitive and accessible at low end

Potential to trade high volumes at low prices

Illegal market potential threat



Demand Reduction using Economics

Potentially very powerful and cost effective

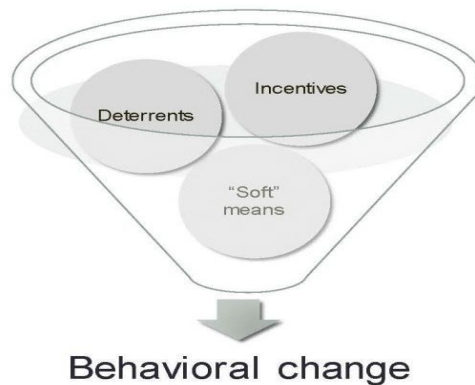
Multi-pronged approach

Economics already in play

About institutions and incentives

Two ways to compete: Search costs and prices

Economics important part of toolkit



Search costs

Search costs an important part of consumer choice.

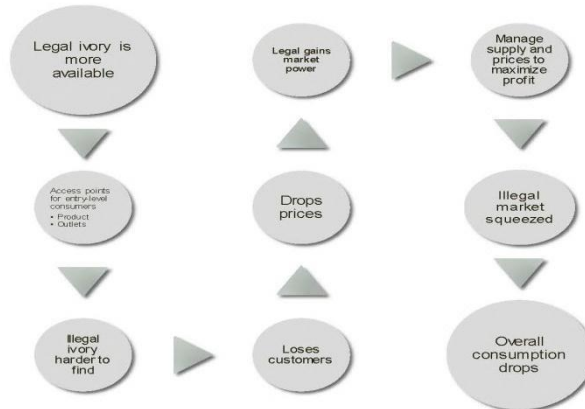
Time and money spent to research goods, travel and transport, and locate sellers.

Well-accepted measure of illegal activity

Evidence that search costs matter when it comes to ivory

Items	Success Rate		Legal found lower in search order?
	Legal	Illegal	
Necklace or bracelet	67%	81%	Yes
Figurine	81%	57%	n/a
Guangzhou Ball	38%	5%	Yes
Inked Tusk	38%	0%	Yes

A well-regulated legal market with can attract customers from the illegal market



Increase Search costs

- Restrict Internet and alternative Sales Channels
- Law enforcement to increase inconvenience to Sellers and Buyers
- Increased detection of illegal sellers

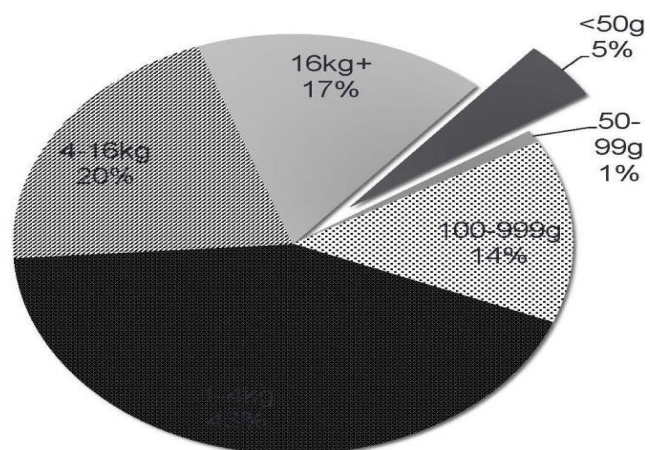
Make illegal ivory harder to locate



Supporting Policies: Price Index

- Demand @ what price?
- Currently tracking quantity only
- Prices *already* being collected and reported
- Biased, not systematic, and unsubstantiated
- Price Index combines sample of prices into single measure.
- Categories are weighted and price not expressed in \$

Carvings by Weight



Sales Data

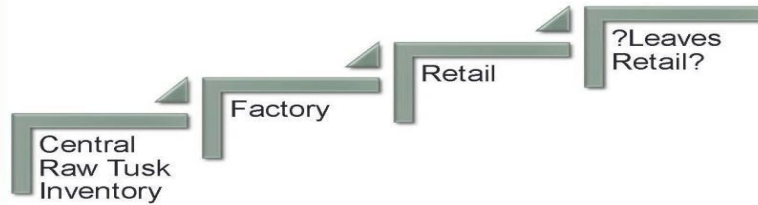
Database tracks ivory from raw tusk to final product

Does not track when ivory leaves supply chain

Would enable detection of card recycling

Important if market is to expand

Ivory Inventory Management System



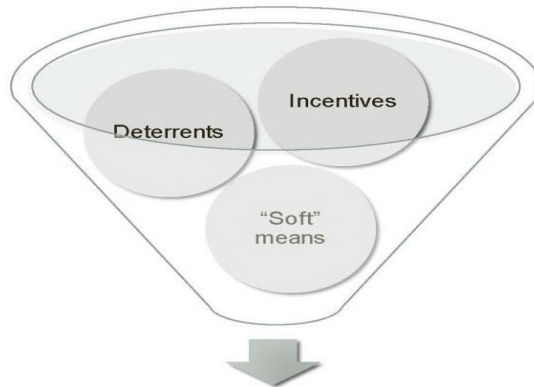
Communications

Legal ivory = conservation

Illegal ivory = poaching

Better understanding of Chinese regulation, monitoring and control

Internet search yielded no info!



Obstacles to Demand Reduction

Scarcity, imminent extinction, uncertainty

Failure to distinguish between market segments

Failure to be consistent

Suppressing legal market may shift demand to illegal market

Lack of agreement



**你想拥有滴血的象牙吗？
没有买卖 就没有杀害**

Some thoughts on the demand for illegal ivory in the collection circle in China

Chen Nian

China Collections

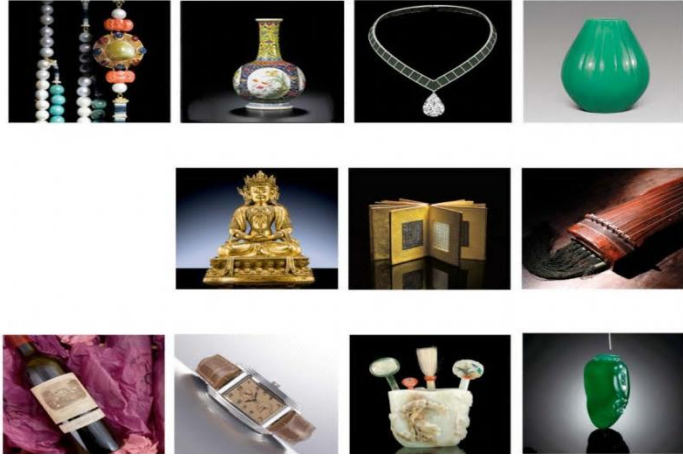
Some thoughts on the demand for illegal ivory in the collection circle in China

Jan 2015

CHINA
COLLECTIONS

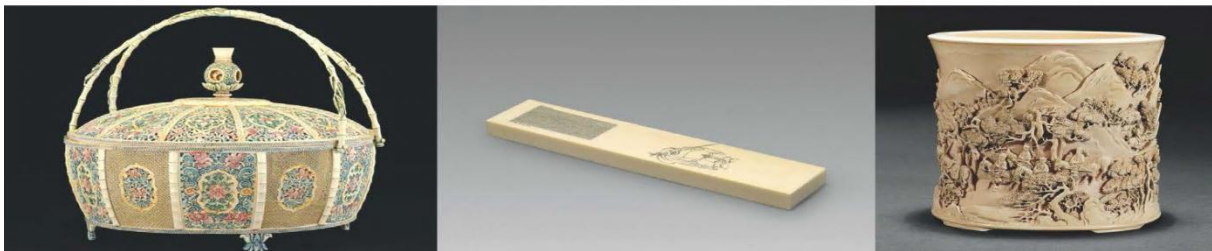


History to Enjoy
 Culture to Taste
 Investment to Expect
 Response Unexpected



History of ivory carving

Ivory products in China in the tang dynasty have been famous at home and abroad, the Ming and Qing dynasties was the peak of the development of Chinese ivory carvings. Especially in the Ming dynasty period, the rise of literati play wind, ivory carving become a collection of categories. Although present people for ivory products is also very favour, they mainly focus on ancient carved ivory products.



The collection conditions

- Collectors factor: scarcity, uniqueness, artistic level or process level, saving difficulty, the condition of value appreciation, degree of difficulty to convert to cash
- General behavior patterns of collectors: to take an interest in one type of collection, authenticity identification, price comparison, evaluation value appreciation potential and the degree of difficulty to convert to cash and make a decision

Comparison with other collections

- Because of its colour and lustre is glittering and translucent, exquisite, unique texture, moderate hardness and toughness, ivory carvings have the unique artistic charm
- Ivory is organic substances, effeminacy. In addition to prevent , severe violations such as shock, touch, extrusion, fire, water, acid and alkali, they are also sensitive to the temperature, humidity, light, clean and tidy environment and so on.
- Ivory appraisal requires professional ability
- Ivory carvings supplies are stable, the price is less likely go up considerably
- narrow channel to convert to cash, only can entrust the fixed-

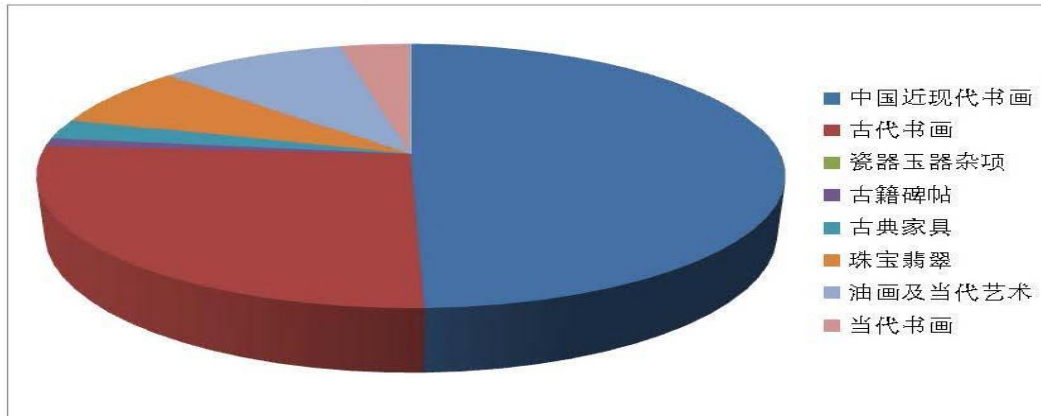
Collection of illegal ivory products analysis

- China ivory carving technician are concentrated in legal processing system, illegal ivory products craft level is low, the artistic quality is poor
- Illegal ivory products, because they had no certification, they cannot be converted to cash through legal channels, the illegal sale not only could be confiscated, also at risk of sentence
- Illegal ivory products sold even get away with it, because of damaging the rights of "employers" (" employers " face difficulties and punished risk), will also face the risk on the" employers "to report for a long time

Ivory collection scale analysis

- Legal ivory products has low volume, the price rises is far lower than the other collections, belongs to the niche markets. Actually Chinese collectors has not appeared phenomenon of "rush" ivory of the collection. Compared with other arts and crafts, ivory products' normal trading are far more less.
In the last ten years, great changes have taken place in Chinese cultural art market. Though the ivory is also one of them, but it always have no strong market performance. In 2014, many global auction houses have ivory products, most of them performed poorly, the most expensive one was about 200 ten thousand yuan, and clinch a deal outside the country. In the mainland China market, legal ivory products worth in the tens of thousands of yuan commonly, unpopular phenomenon is very serious.
- Illegal ivory products belong to no investment value and collection value of the goods, consumers aware of the national laws and policies will not treat illegal ivory products as investment collection object.

percentage of deal items in 10 million yuan in 2013



In the pie chart includes: Chinese contemporary painting, Treasures of China-Alligraphy&Painting, Porcelain and jade miscellaneous, Ancient books, Classical furniture, Jewelry, Oil painting and contemporary art, Contemporary painting and calligraphy

Price of hot crafts (100 thousand)



The reason of why the illegal ivory trade is small

- to avoid the risk of report by the general public and investigate and punish by law enforcement. illegal ivory products are sold in very few fixed stores, or in fixed stores, mostly in scattered, small amounts and small ways. As a result, consumers worry about buying fakes, trust and actual deal rates are low illegal ivory products appear in the antique, grocery market. general sale quantity is small, often for the imitation of the old product. To these illegal ivory products, even if there is an interested person, because they can not identify its authenticity on the spot or also need to compare prices, there is rarely a deal.
- Other way of illegal ivory trade, also includes bringing ivory products back with tourism, sell illegal ivory products through the network.
- the main reasons for the deal for illegal ivory products is majority of buyers do not understand the relevant national laws and regulations and policies, they do not understand the legal liability risk and their own rights, there are misleading information, too. In addition, the deal products are practical objects such as necklace, bracelet, seals, pen holder. it's not investment spending, most buyers are random purchase and don't care about the return on investment.

Collect market focus

Most collectors and operators know ivory is not free trade. Calligraphy and painting, porcelain, jade's market are strong, and there are no special restrictions, becoming the first selection of collectors.



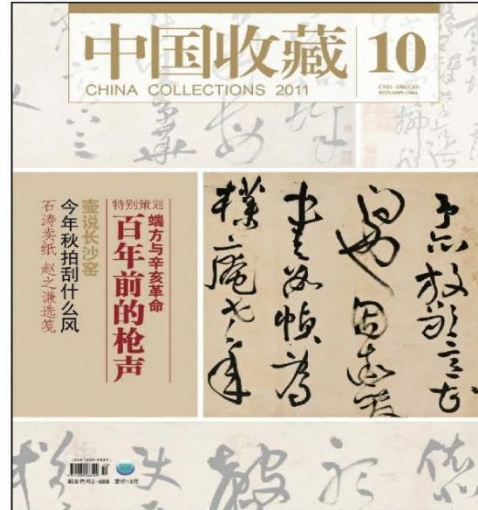
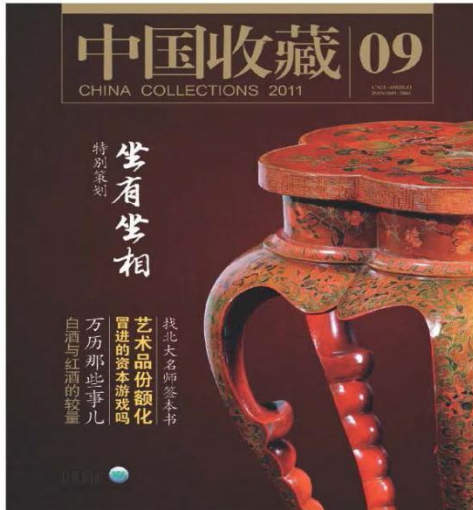
Notable information

- Questions from readers
 - ✓ Western countries ever imported a lot of ivory carvings from China, now its ivory products are also free in trade, auction and collection. may be that's the reason why some collectors want "unlicensed ivory" or "unlicensed ivory". they think "unlicensed ivory" or "unlicensed ivory" have the prospect to convert to cash in other countries.
 - ✓ The illegal demand characteristics: 1. these people have experiences to travel to these countries or know about the country's ivory trade rules or policies from the network channels to; 2. these people choose to buy the raw ivory, although there is no cultural and artistic value, it is easy to carve according to the market at a certain moment in the future

Suggestions

- **According to general behavior patterns of collectors, intensify propaganda**
A targeted multi-channel publicity of illegal ivory have no collection value. Such as: the professional collection magazine, antiques flea market, professional collection sites. interview expert in collect column through media, understand correctly of laws, regulations and policies, emphasizes the illegal ivory products have no collection value.
- **Full implementation of the measures, clear distinction between legal and illegal ivory products**
We recommend all countries shall adopt measures to identify its ivory and products, differs legal ivory products from illegal ones, eradicate expectations of holders to get profit in overseas market by illegal ivory products in the future.
- **Combat with the entrust carving illegal ivory**
We suggest to strengthen the publicity and education of ivory carving technician, strictly forbidden them accept ivory carving processing activities without authorization, prevent illegal ivory find another way out.

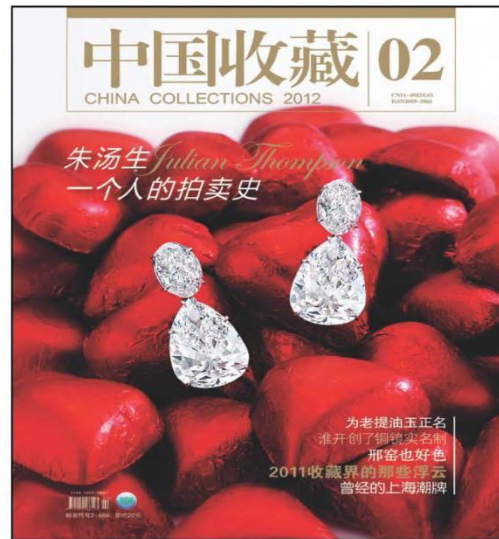
Cover of China Collections



Home page of <China Collection>



Ancient books



jewelry

Some analysis on the role of the demand for illegal ivory in driving the poaching of African elephants and the role of tourists and expatriates in the illegal ivory trade

Wang Wei

China Adventure Travel-ZhengAn, ZhengAn Safari Club



Threats to African Elephant: Not Only Poaching

Wang Wei



China Adventure Travel-ZhengAn

ZhengAn Safari Club

0



Simon Hedges, Elephant Coordinator and Ivory Trade Policy Analyst of Wildlife Conservation Society (WCS), Co-chair of IUCN/SSC Asian Elephant Specialist Group (AsESG), Technical Advisory Group member of CITES Monitoring the Illegal Killing of Elephants (MIKE) program and The Elephant Trade Information System (ETIS) thinks the major threats elephants are illegal hunting, human-elephant conflict, habitat loss and

habitat degradation and fragmentation.

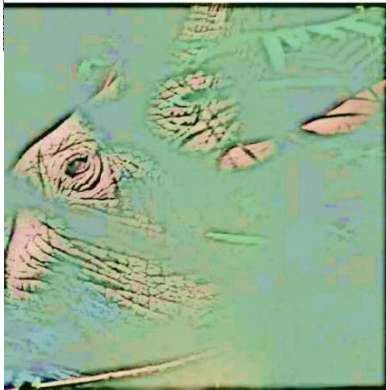
The major challenges elephant conservationists face are as follows:

Major Threats to elephant:

1. Illegal killing (and in Asia, removal)
2. Habitat loss/degradation
3. (The consequences of) human-elephant conflict
4. Population isolation/small population

Major constraints

1. Lack of rigorous scientific monitoring
2. Lack of capacity and political will in some countries
3. Insufficient funds



Securing Human–Elephant Coexistence: An Opportunity for Chinese Leadership

Simon Hedges

- Elephant Coordinator | Ivory Trade Policy Analyst, Wildlife Conservation Society (WCS)
- Co-chair, IUCN/SSC Asian Elephant Specialist Group (AsESG)
- Technical Advisory Group (TAG)
 - CITES Monitoring the Illegal Killing of Elephants (MIKE) program
 - Elephant Trade Information System (ETIS)



What are the major challenges elephant conservationists face?

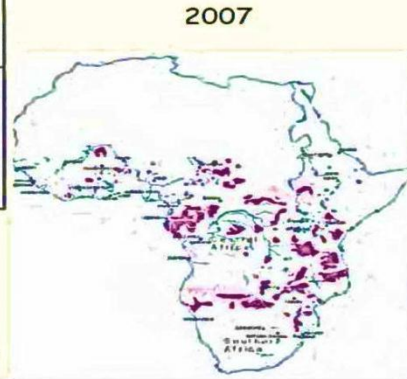
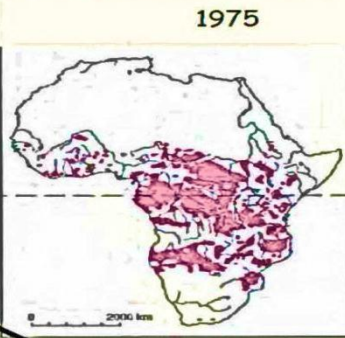
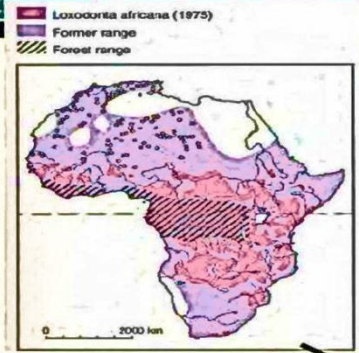
MAJOR THREATS TO ELEPHANTS

1. Illegal killing (and in Asia, removal)
2. Habitat loss / degradation
3. (The consequences of) human–elephant conflict
4. Population isolation / very small population size

MAJOR CONSTRAINTS

1. Lack of scientifically rigorous monitoring
2. Lack of capacity and political will in some countries
3. Insufficient funds

African Elephant historical range ~1800s – 1975 – 2007

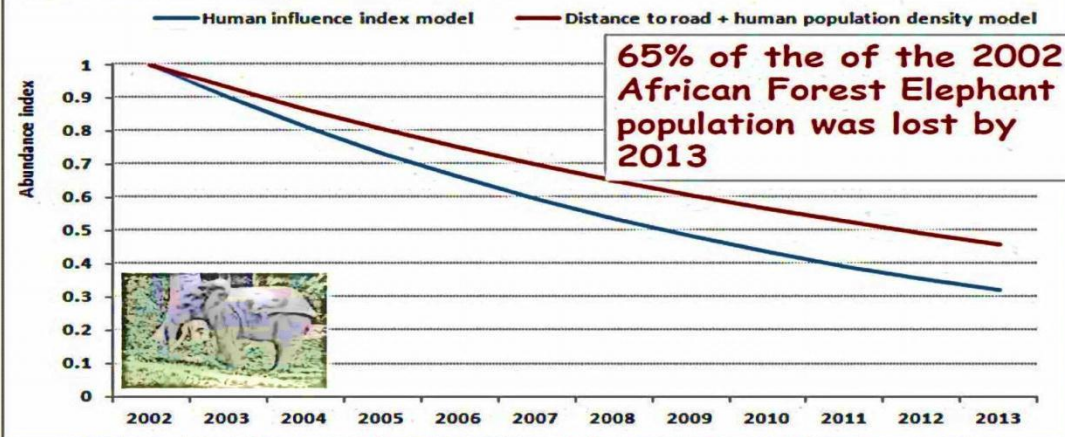


Blanc, J., Barnes, R.F.W., Craig, G.C., Dublin, H.T., Thouless, C.R., Douglas Hamilton, I., Hart, J., 2007. African Elephant Status report 2007: an update from the African Elephant Database. In Occasional Paper Series of the IUCN Species Survival Commission, N° 33. p. vi + 276 pp. IUCN / SSC African Elephant Specialist Group, Gland, Switzerland.

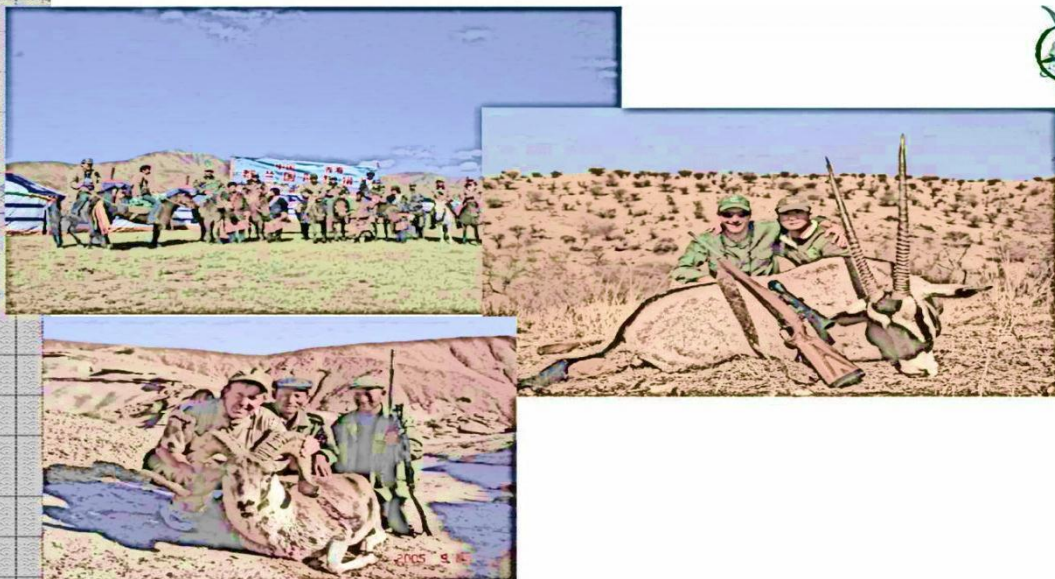
Kingdon, J., 2001. The Kingdon Field Guide to African Mammals. 2 edn. Academic Press, London.

African Forest Elephant decline, 2002–2013

Two best models, Central Africa



Maisels, Strindberg, et al. 2014. Update of 2013 elephant decline paper in PloS



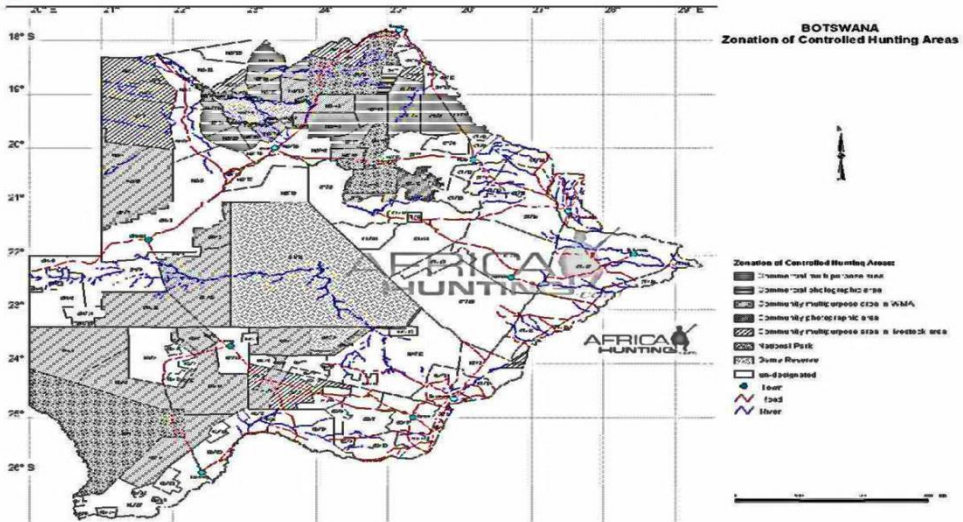


17 Safari Trips to The Southern Africa during 2008-2014

Sharing My View and Thinking



BOTSWANA

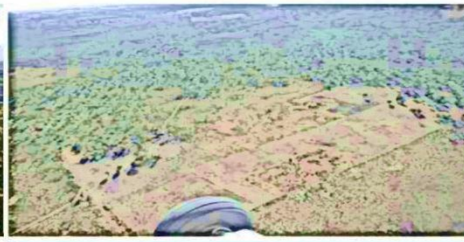


BOTSWANA





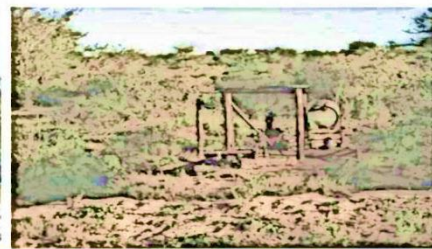
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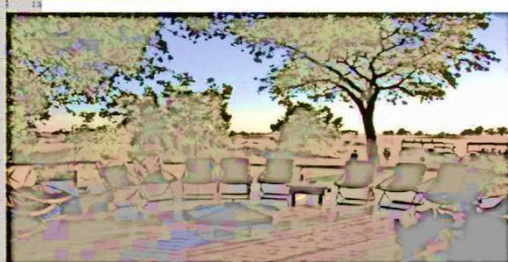
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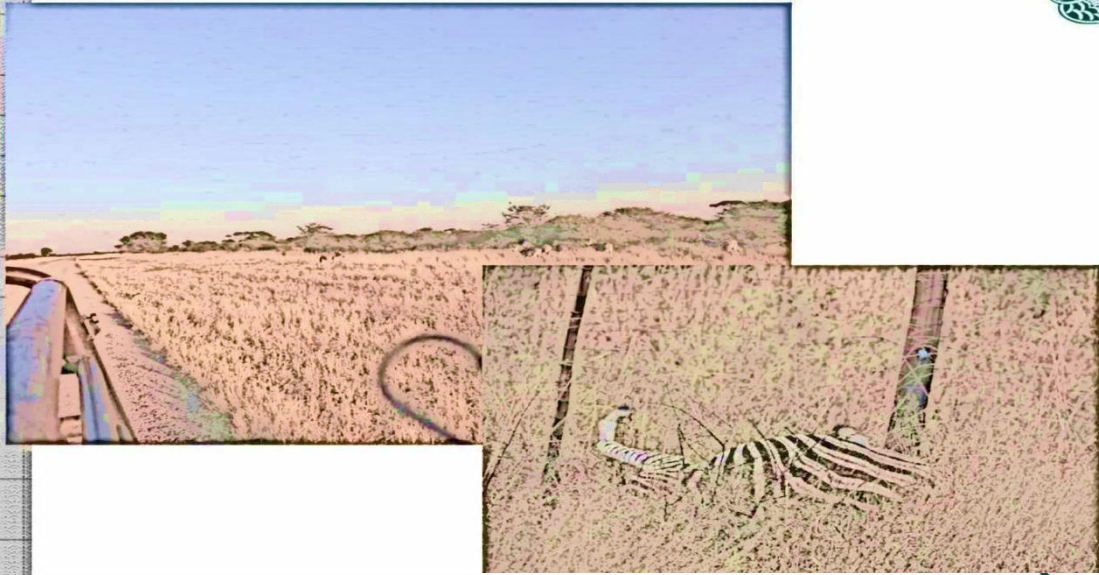
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14





Zimbabwe



16



ZIMBABWE



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Zimbabwe



18



Zimbabwe



Zimbabwe



Zimbabwe





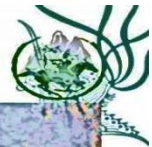
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Zimbabwe



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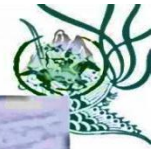
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Zimbabwe



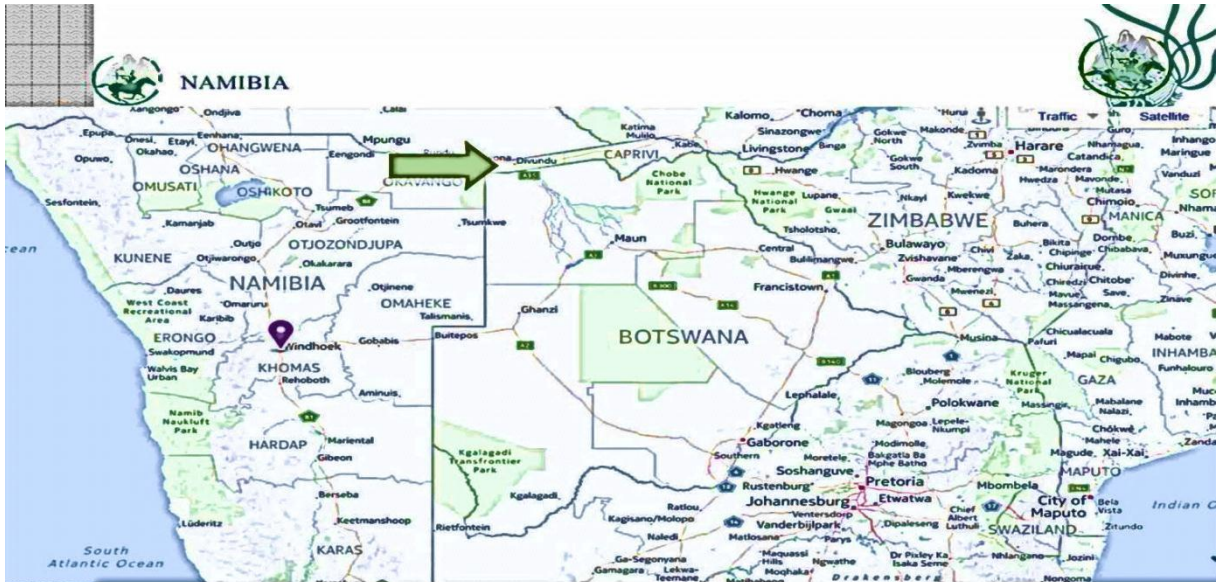
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Zimbabwe



27



Namibia



NAMIBIA





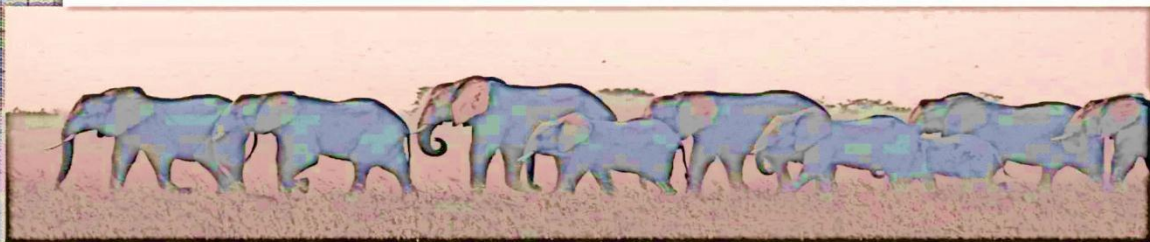
Zimbabwe



31



Zimbabwe



NAMIBIA



33



NAMIBIA



34



Ivory Tourist Souvenir



Ivory tourist souvenirs

1. Selling shops are decreasing
2. Peddlers/packmen disappearing
3. Chinese receive short reminder messages
4. Chinese tourists remind each other to stay away from ivory



Summary

1. Poaching does exist and is serious, but ivory is not the only purpose of poaching.
2. There is poaching for species other than elephant.
3. There is a trade-off between market demand and the livelihoods of the local people.
4. The threat to elephant population lies in the African development mode: husbandry-elephant conflict.
5. Control on the ivory tourist souvenir transactions is becoming stricter.



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The eternal goal for biodiversity conservation is:



Various production modes should be developed to protect biodiversity.
Thanks!

Some analysis on the demand by the legal ivory carving industry for illegal ivory

Chen Jing

China arts and crafts association Deputy secretary general

The world handicraft council Secretary general

SOME THOUGHTS ON REMOVING THE REQUIREMENT OF THE LEGAL IVORY PROCESSING ENTERPRISES TO THE ILLEGAL IVORY

Chen Jing

China arts and crafts association Deputy secretary general

The world handicraft council Secretary general



Reducing Illegal Ivory requirement International seminar



CHINA ARTS & CRAFTS ASSOCIATION (CACA)

- ✦ Founded in 1988, CACA is a national industry organization of arts and crafts professionals
- ✦ 32 Provincial associations, over 200 county level associations and industry organizations
- ✦ 10 professional committees, including an ivory carving professional committee
- ✦ The world handicraft council presidency units
- ✦ Cooperated with over 100 global handicraft organizations and annually holds and participates in many communication activities
- ✦ Cooperative partnership with the United Nations educational, scientific and cultural organization (UNESCO)



GOAL OF IVORY CARVING PROFESSIONAL COMMITTEE

- ✦ Cooperate with government in ivory processing and selling enterprises and banning illegal processing and selling
- ✦ Strengthen self-regulation within the industry
- ✦ Fight for the legal raw material importing channel
- ✦ Increase skill exchange and teaching to the next generation



IVORY CARVING PROFESSIONAL COMMITTEE

- ✦ The committee was founded in 2005
- ✦ Includes 45 enterprises: 33 ivory processing enterprises and 12 selling enterprises (37 legal ivory processing enterprises and 135 selling enterprises are authorized by SFA)
- ✦ The texture of ivory is fine and smooth, color and luster is glittering and translucent, middle class hardness and toughness, very suitable for exquisite carving, carries the characteristics of the traditional crafts
- ✦ The history of the ivory carving in China is long. However, due to the ban on ivory import, the Chinese ivory carving craft is facing many crises, such as a loss of craftsmanship and the culture being dissected into discrete periods
- ✦ The international organization should pay close attention to wildlife conservation issues and the ivory trade



MAIN WORK OF IVORY CARVING PROFESSIONAL COMMITTEE

- ✦ Entrusted by the trade union to attend the CITES congress, convey relevant laws and regulations regarding elephant conservation and trade, and advertise the culture of Chinese ivory carving.
- ✦ Entrusted by SFA to do spot checks on the processing enterprises to ensure legality.
- ✦ Convoke seminars on ivory carving skills, exchange and communicate with ivory carving artists from Japan, Russia and other countries, and advertise the related policy of Chinese ivory management.
- ✦ Promoting the standard of producing and selling in the ivory processing enterprises



WHY ARE LEGAL PROCESSING ENTERPRISES LOOKING FOR ILLEGAL SOURCES?

- ✦ In 2011, the Xiamen customs caught two legal ivory processing enterprises illegally smuggling ivory
- ✦ In 2011, Xiamen customs caught someone named Chen smuggling ivory and ivory products. The 2154 items, weighing 7.68 tones and worth 37.8 million RMB, make up China's largest smuggling case in history
- ✦ After this, the government took strides to strengthen supervision and inspection. The China association of arts and crafts began to focus on illegal requirements of the legal ivory processing enterprises



THE OVERALL STATUS OF IVORY CARVING

1. There is a guaranteed legal raw material source and stable processing and producing industries. Authorized enterprises are permitted to apply to purchase legal raw material and material costs have only increased 40% since 2009, predominantly due to storage and working staff costs

2. Each year 3,000-4,000 kg of raw material is used in processing, which is slightly lower than the 5 metric ton limit

3. The average number of ivory carving technicians is stable at less than 1000 person. All staff members have the title of ivory carving technician, are in legal enterprises, and have average salaries that are slightly lower than other arts and crafts industry salaries



SURVEY ON THE ILLEGAL REQUIREMENT OF THE LEGAL IVORY PROCESSING ENTERPRISES

- ✦ Time: June to December 2012, each year after will have this working focus
- ✦ Field of investigation: China authorized legal ivory processing enterprises and selling points
- ✦ Survey samples: 40 (28 processing enterprises, 12 selling enterprises)
- ✦ Survey methods: case tracking
seminars for enterprise representatives
questionnaires
anonymous information from the enterprises
fake customers, etc



INFORMATION FROM THE SURVEY

- ✘ There is a concern about limited ivory, so some enterprises want to store extra raw materials.
- ✘ Some believe that legal importing will get more difficult, resulting in an increase of price. So they are storing extra materials now in order to make a large profit later.
- ✘ Some enterprises even think that in the event of a future crisis, their stored illegal ivory will become legal ivory.
- ✘ The daily checks by law enforcement agencies focus on matching raw materials to their products. They do not double check storage, semi-finished products, or collection certificates. Staff may take advantage of this carelessness to smuggle illegal products into the industry.
- ✘ Because their salary is so low, employees are unlikely to partake in illegal activities with their bosses.



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STRENGTHENING MANAGEMENT MEASURES

- ✘ Strengthening the laws and regulations education of enterprises, especially the SFA and General Administration of Customs, to ensure enterprises know there is no chance of legalizing their illegal raw material
- ✘ Improving the daily checking methods by focusing on matching the raw material to its products and double checking storage and certificates. This will make it easier to find and seize illegal materials when they enter the processing enterprises or selling locations.
- ✘ Unified printed pages should be placed at all ivory selling locations in order to inform the buyers about policy, collection certificates, and their rights. This will encourage whistle-blowing in customers and increase the risk involved with illegal sales.



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STRENGTHEN THE MANAGEMENT EFFECTIVENESS

- ✘ When no illegal ivory is found during checks, there is a decrease in whistle-blowing activities, making it more difficult to find the illegal products.
- ✘ Staff should be educated on the repercussions of partaking in illegal activities and the difficulty of selling illegal products as well as the lack of guarantee that illegal stored ivory will one day be sellable.
- ✘ Conclusion: by strengthening management effectiveness we will curb the demand for illegal raw materials and willingness to sell illegal products. This will curb the demand for illegal ivory overall.



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NEW TRENDS IN ILLEGAL ACTIVITIES

- ✦ One new trend is technicians secretly carving illegal materials in their home. At this time this is a rare and isolated event.
- ✦ It is being requested that ivory, mostly original teeth, element teeth, or roughly carved items, is carved to look antique. The people requesting this are generally wealthy with extensive overseas experience and knowledge of what sells best at auction.
- ✦ Since overseas markets have free-trade of ivory and do not require certification, it is possible that illegal products are being exported to the overseas markets. When some consultants were told that their illegal items could not be sold due to a lack of certification, they responded that they would solve the problem in a foreign country.



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SUGGESTIONS TO FURTHER CURB THE ILLEGAL DEMAND

- ✦ Strengthen the education and training of carving technicians in order to avoid them secretly carving illegal ivory in their homes.
- ✦ Establish a reward system in order to encourage whistle-blowing in customers and staff.
- ✦ Establish a stable supply system of legal raw ivory. Ivory obtained from elephants that have died naturally provides more than enough ivory for the industry, and some profits can be put towards elephant conservation.
- ✦ Overseas ivory markets must adopt stricter management measures in order to avoid illegal ivory entering their markets.
- ✦ There must be effective daily inspections, illegal ivory trials should be done quickly, and there should be a lot of pressure on the ivory industry.



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Will demand reduction of ivory work for the conservation of elephant

Eugene Lapointe

IWMC President

Workshop on demand-side strategies
for curbing illegal ivory trade

Will Demand Reduction of Ivory Work for the Conservation of Elephant?

28-29 January 2015
Hangzhou, China

Eugene Lapointe
IWMC President

Workshop on demand-side strategies for curbing illegal ivory trade

Demand-side strategy for curbing illegal trade

This is certainly not stranger to CITES, as whatever mechanism is considered for curbing illegal trade and related activities, this is part of CITES mission.

But what is there so much interest in addressing demand reduction as a conservation mechanism?

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Leaving aside whether it will work, what are some of the advantages of a “demand reduction” approach?

- Popular with western NGOs
- Easy to explain to public/media
- Reduces western opposition to policies/ stigmatization of whole nations
- May win environmental awards, media plaudits
- Proven/ excellent mechanism for NGO fundraising

3

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March 1979
CITES CoP 2

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The main topic of CoP2: Vicuna (CITES Appendix I)

- Illegal trade flourishing in UK (London) and USA (NY and California)
- Felipe Benavides, father of the vicuna, statements:
 - “60,000 vicunas left. Demand must be eliminated in market countries, otherwise vicunas will soon go extinct.”
 - “ **Called upon Scotland Yard and the FBI to eliminate ‘the demand for this deadly trade’.**”
 - “I will personally shoot dead any one I find poaching my vicunas.”

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Three years later...

...March 1982

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March 1982, Two Major Crisis:

1 – Vicunas

- In spite of some successful cases of confiscation and conviction, a few poachers shot, major public campaigns in market countries, displays in NY, LA and SF airports, for all purposes eliminating the illegal demand...
... poaching in the Andes continued unabated.
- Problem not solved.

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March 1982: Crisis # 2

2 – Crocodilians (All large, Nile, Saltwater, American Alligator and some Caiman species on CITES App. I; the rest on App. II)

- Illegal trade flourishing: three million (3,000,000) skins a year from Bolivia alone; (3 Ministers involved in illegal trade)
- Wide spread demand: Italy, Hong Kong, Japan, Singapore, Taiwan;
- Illegal trade appeared unstoppable.

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How were these two crisis defused and the concerned species saved from extinction?

In both cases, conservationists concluded – separately but with identical results - that:

1. Resources (vicunas and crocodilians) were easily accessible to local populations
2. It was not the demand fuelling illegal trade, but...
 - ... the absence of motivation for the conservation of the species by those sharing the habitat; and
 - ... the extreme poverty of small communities leading to desperate actions for their survival, even for low profit.

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- ◉ But their most important conclusions were that as traditional mechanisms, including elimination of the illegal demand (Vicuna), have completely failed to reduce poaching, there was a need to involve and motivate the local communities by trasfering ownership of the resources and developing mechanisms that will benefit them economically and socially, i.e. Develop a legal supply to satisfy the demand

I must add here, that two factors rendered the conservationists work easier:

- NGOs were not the multinational businesses and fundraisers that they are today.
- The new disease affecting (contaminating) the conservation efforts, the Celebrities, were not yet present to gain publicity with false solutions.

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Vicunas: Target: The campesinos

Major arguments for Benavides:

- *“The vicunas belong to you, you should draw the main benefits from them.”*

The outcome

- CITES CoP16, 2013: Ecuador became the 5th country of the Andes to see its vicunas population moved from I to II
- Trade is flourishing; the populations of vicunas are thriving; permanent livelihoods are created and..

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The Crocodilians:

Tireless efforts by the IUCN Crocodile Specialists Group and CITES Secretariat, in conjunction with the most important traders, led to the development of several projects in Latin America. In Africa, in South East Asia.

Note: an appeal to increase demand:

- "Save a croc: buy a (croc) handbag";

The outcome

From the hopeless situation of illegality existing in 1982, now

The Supply of legal crocodilian skins exceed the Demand

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More specific questions to be asked ...
and answered about this market

- What are the factors generating the increase in demand for illegal ivory products?
- Is it possible to curb the demand with the situation prevailing on supply?
- Are suggestions for achieving the reduction of demand achievable? (Funding)
- Would the global reduction of demand have a positive impact on the conservation of the African elephant (poaching)?

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How do we reduce demand?
How do we achieve demand reduction?

Here are some important considerations specific to ivory:

- Market for ivory is mature. Is it possible to ban demand once it is well-established?
(Alcohol in the USA; marijuana today)
- Is demand reduction best understood as a "cooperative" model or a "directive" model?

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But assuming the demand reduction/elimination of ivory could be achieved, would it have a positive conservation effect on the African elephant?

We are not dealing with animals
and trade.

We are dealing with people.

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Who are these people?

1. On the demand side:
 - ◉ Highly skilled artists whose cultural and traditional knowledge has been transmitted through generations for several centuries. History, Heritage
 - ◉ The collectors: private collections, Museums, musiciansIs it reasonable to believe that such cultural part of China can be removed by denying access to an available source of supply?
2. On the supply side:

Poor local & rural communities having to share their land and lives with a destructive animal which will continue to produce ivory

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No solution to the conservation of the African elephant will be achieved unless we take the following factors into account:

1. Supply will be maintained as elephants will continue to produce ivory at the rate of 75 to 100 tons a year from natural mortality; old catches of ivory are regularly found around Africa.
2. The poverty existing in large parts of the African continent is one of the factors fuelling the illegal activities on the supply side.
3. The lack of incentive in being part of the conservation process.

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Raymond Bonner who once stated:

“The future of African wildlife is in the hands of Africans, and depends on their willingness to tolerate it.”

“If Africa’s wildlife is to be saved, it will not be with celebrities appeals, more firearms, anti-poaching units or ivory ban, it will require radical policies and changes in attitude.”

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- ◉ In the Wall Street Journal, Arancha González, the Executive Director of the International Trade Centre, wrote:

“It may not be possible to stop the wildlife trade—the world-wide demand for these animals and the products they provide is just too strong. But... let’s focus on designing a global legal framework to ensure that communities have the incentives to conserve wildlife, rather than destroy it.”

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My conclusions:

- ◉ The current poaching situation is not fuelled by the increase in demand but by the absence of legal supply, and was created by the ill-advised decision of CoP14. (CITES Presentation: Increase in poaching, illegal trade...)
- ◉ Let us hope that CoP17 will produce positive result on provision of a legal framework for ivory trade, otherwise, the disappearance of ivory carving will mean the death of the African elephant, as African communities will be stuck with a highly destructive animal with big teeth, but no value...
- ◉ ... in which case, there will be no one to save the elephant

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And, unfortunately, Botswana is in the process of proving just that!

Abstract

“While conservationists and politicians applaud the recent growth of Botswana’s elephant population, farmers and residents of northern Botswana struggle to live with elephants who destroy crops and threaten livelihoods...”

RACHEL DEMOTTS, Washington, USA & PARAKH HOON, Virginia, USA, 2012

Workshop on demand-side strategies for curbing illegal ivory trade

Celebrities Non-Sense I

« When the buying stops, the killing can too »

Actor Jackie Chan

“Proposals from prominent Chinese citizens such as artist Yuan Xikun and basketball player Yao Ming, calling upon lawmakers to save the image of the country by ending ivory trade, have drawn overwhelming support in social media”.

Wildaid

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Celebrities Non-Sense II

Prince Williams said the following in Washington, DC on 8 December, 2014:

«Some members of the private sector are already leading the way. Air New Zealand recently set an important precedent on the transport of wildlife parts by banning the carriage of all shark fins on its planes - whether or not it was legally obtained. Many other airlines followed their lead, and although this was perhaps a simpler ban to implement as all shark fins require a permit, it does demonstrate the powerful role that the private sector can play in interrupting the supply chain, if they choose to do so.»

Legislative and enforcement measures taken in China to address illegal ivory trade

Jiang Zhigang

CITES SA-China (ESSC/PRC)

Workshop on demand-side strategies for curbing illegal ivory trade, Hangzhou, China, 28-29 January, 2015

**Curbing the illegal ivory trade: What we should do,
what we have done and what we will do in future?**

Zhigang Jiang

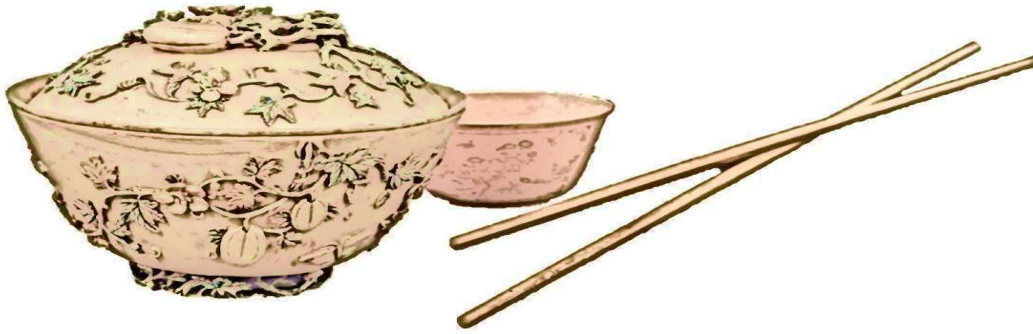
CITES SA-CHINA (ESSC/PRC)

Talk Outline

- ✚ What are the motivations of ivory demands?
- ✚ What are positive effective of legal ivory trade?
- ✚ Who most likely buy ivory products?
- ✚ How to curb the illegal ivory trade?
- ✚ What we have done?
- ✚ Where to go from here?

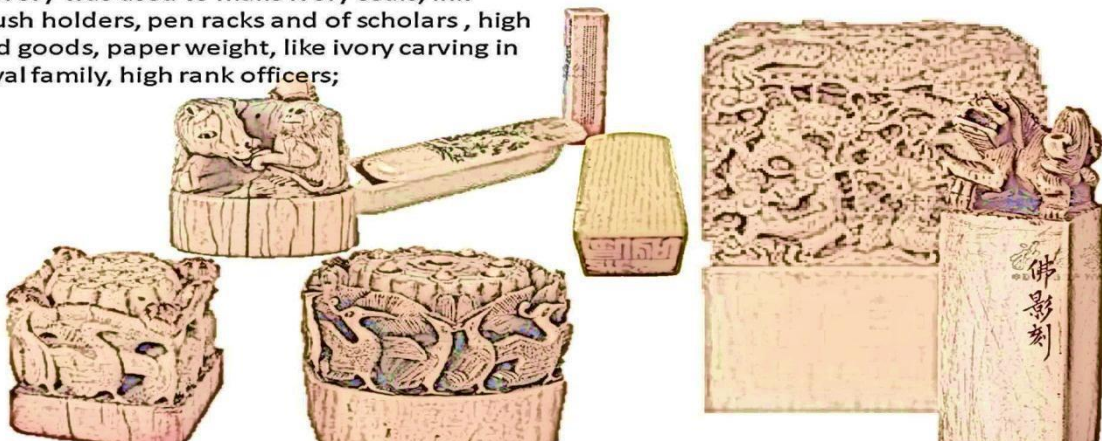
What are the motivations of ivory demands?

- Use of ivory is an ancient Tradition in oriental countries
- The once low-end house use: like ivory chopsticks, tea cup s in households

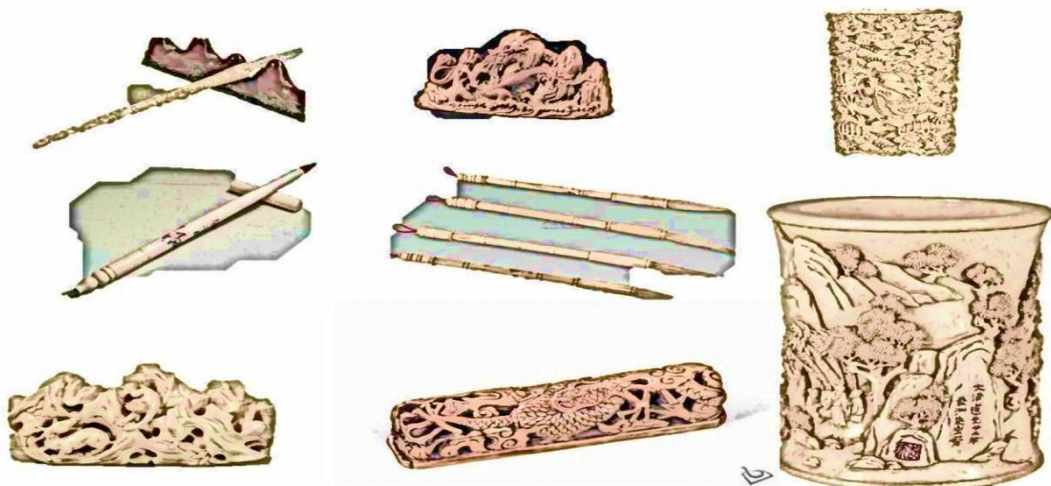


Ivory seals

- Ivory was used to make ivory seals, ink-brush holders, pen racks and of scholars , high end goods, paper weight, like ivory carving in royal family, high rank officers;

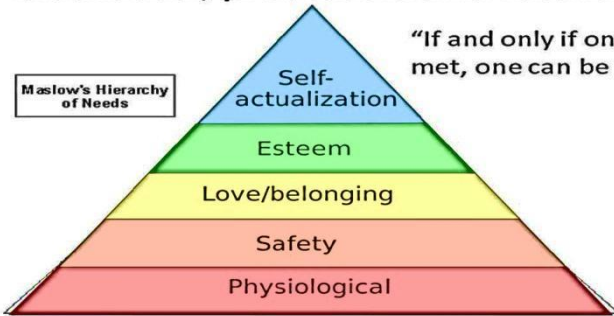


Ivory stationary for ancient scholars



What are the motivations of ivory demands?

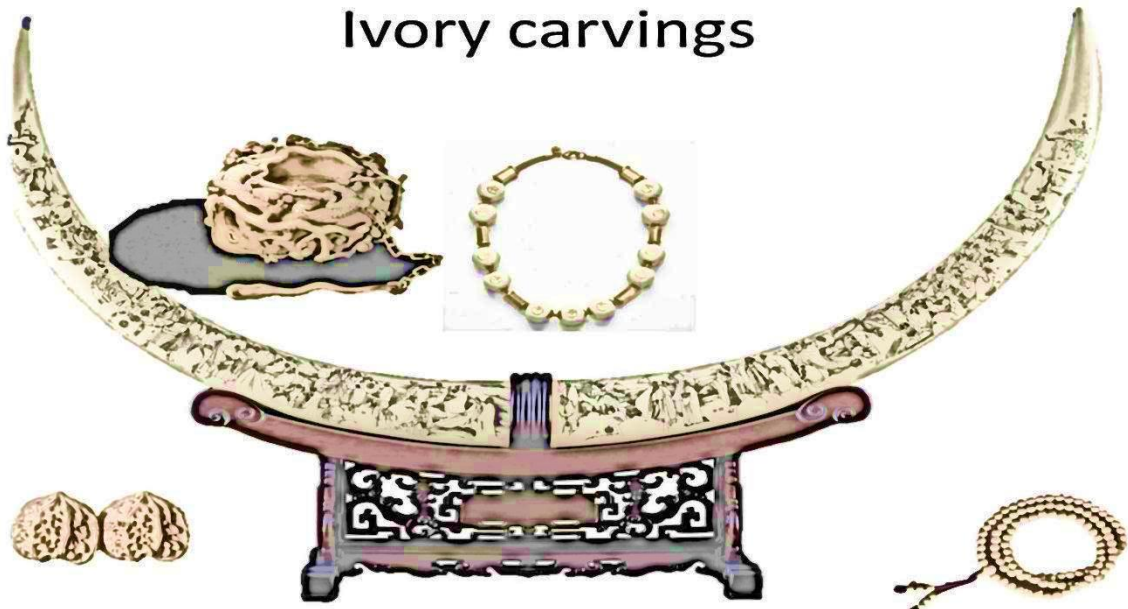
- Hobby collection: antique;
- Value adding: venture of investment to resist inflation;
- Profiting from trafficking: Ivory Smugglers, ivory distributor, processors and retailers who work for profits



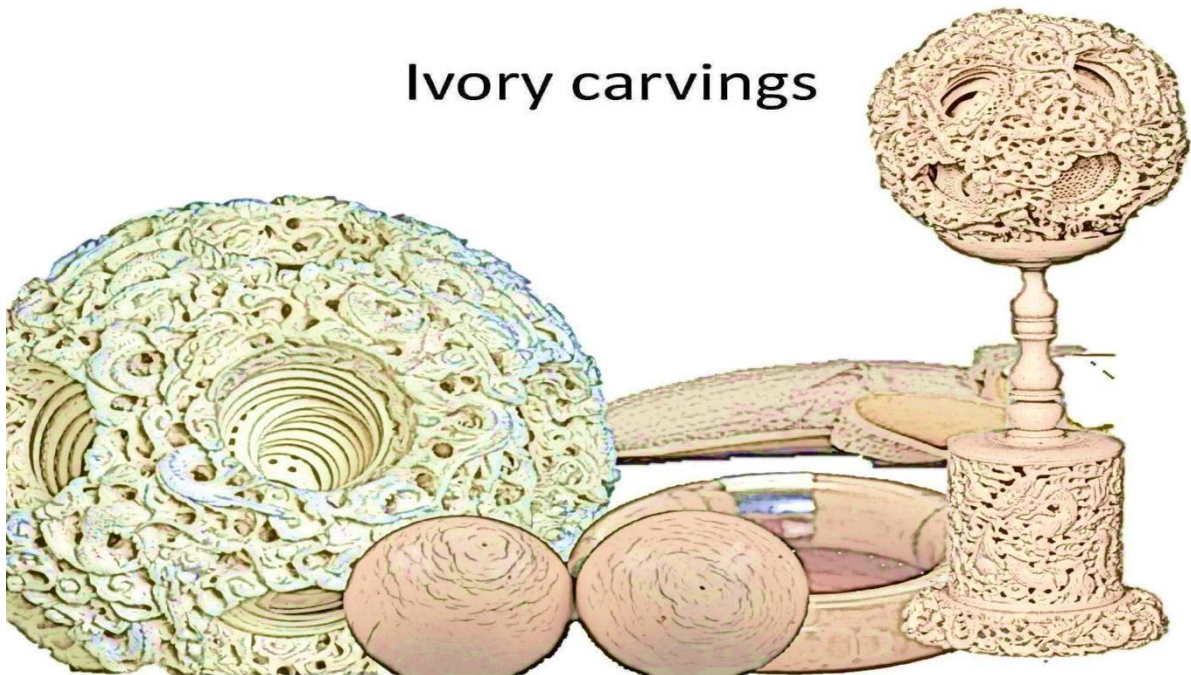
"If and only if one's needs at a lower level are met, one can be motivated".



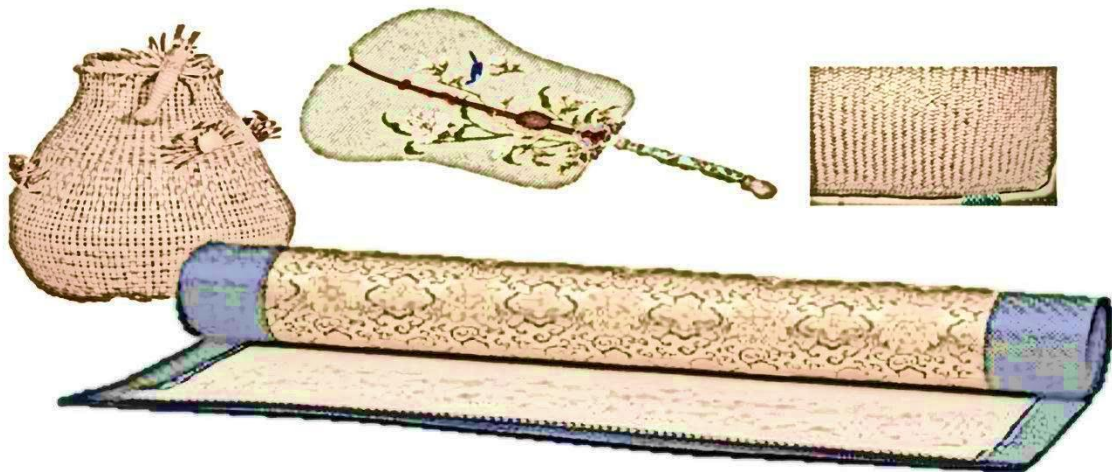
Ivory carvings



Ivory carvings



Ivory carvings: mat, fan and basket



Ivory carvings



Ivory trade in China

State Forestry Administration (SFA) introduced an Ivory Registration and Certification Policy in 2003. After evaluation by a CITES verification mission, China was granted an ivory trading nation status, CITES authorised one sale off of ivory to China (CITES Secretariat, 2005).

In 2008, the China enterprises participated in a one-off ivory auction in Southern Africa. China purchased about 62 metric tons of elephant tusks.

China didn't open ivory trade, the trade was approved by international community.



What are positive effective of legal ivory trade?

- Generated funds for African elephants field conservation



What are positive effective of legal ivory trade?

- Maintained the intangible culture heritage of ivory carving



Who most likely buy ivory products?

- Low end consumers: occasional small ivory souvenir consumers, hobbits of exotic items
- High end consumer: Ivory sculpture collectors, ivory antique collectors;
- Museum collection: Art or intangible heritage
- Offenders of wildlife crime: wildlife smugglers, retailers of illegal ivory business



How to curb the illegal ivory trade?

- To control the legal market: To registered ivory carving factories and retailer shops;
- To control grey channels of ivory trade: To ban ivory auctions, to set regulations for web-auctions and TV programs;
- To control ivory smuggling: To check incoming international travellers; to check incoming cargos and mails, to work together with wildlife crime law enforcement task forces; to prosecute and to jail illegal ivory smugglers;
- To change consumer behaviour.

What we have done?

➤ Held Ivory Administrative Meetings

Ivory administrative meetings were held every year SFA to authorize legal ivory processors, traders, to authorize the amount of legal ivory distribution and sale nationwide. Representative of wildlife administrators in SFA, CITES SA, MA, ivory processors, and wildlife professional, artists, professors and lawyers are invited to participate the meeting. Each application was thoroughly discussed in the panel meeting. On site checking of ivory processors and traders are conducted whenever necessary. The decision is publicized on web.



What we have done? (Con't)

• Called off all ivory auctions

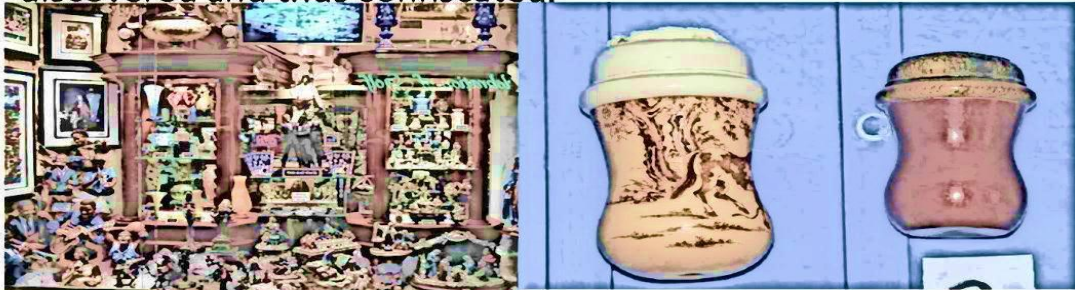
Ivory auction was booming in the country after 2009 and peaked in 2011. Since 2011, SFA called off all ivory auctions. The ban is still effective.



Sold for 228million pounds, London ,2010

What we have done? (Con't)

- Forestry police and periodically checked antique shops and surveyed internet. Once any illegal conducts by those ivory processors, traders were detected, their licenses of processing/trade wildlife products will be cancelled.
- The cricket jars made of ivory were collection of a famous talk show actor, he showed the picture on his Weibo and discovered and thus confiscated.



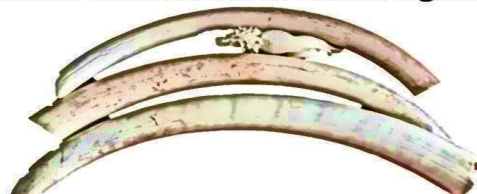
What we have done? (Con't)

- **Public communication of illegal ivory crime**
Using all channels, authorities, NGOs and scholars communicated with public, TV talk show programs, held symposia; set up ad boards and distributed brochures in airports, sent out tourists and warming messages, as well as popular figures like Yao Ming and Li Binbin to visit the filed site in Africa.



What we have done? (Con't)

- **Curbing down all smuggled ivory**
The Office ESSC –SA-China is responsible the identification of the smuggled ivory detected by the custom of Beijing International Airport (BJIA) , and training the custom officers to identify ivory. Now our task extended to customs, forest police in Tianjing, Hebei, Shaanxi, Inner Mongolia, Qinghai, Guizhou and Guangdong.
All smuggled ivory products by whatever means, carry on, by mail, by cargo, by ship, whenever and wherever detected, will be confiscated; illegal ivory traders will be prosecuted and jailed.
Such action by Chinese authorities is the most serious action against illegal ivory trade in the world.



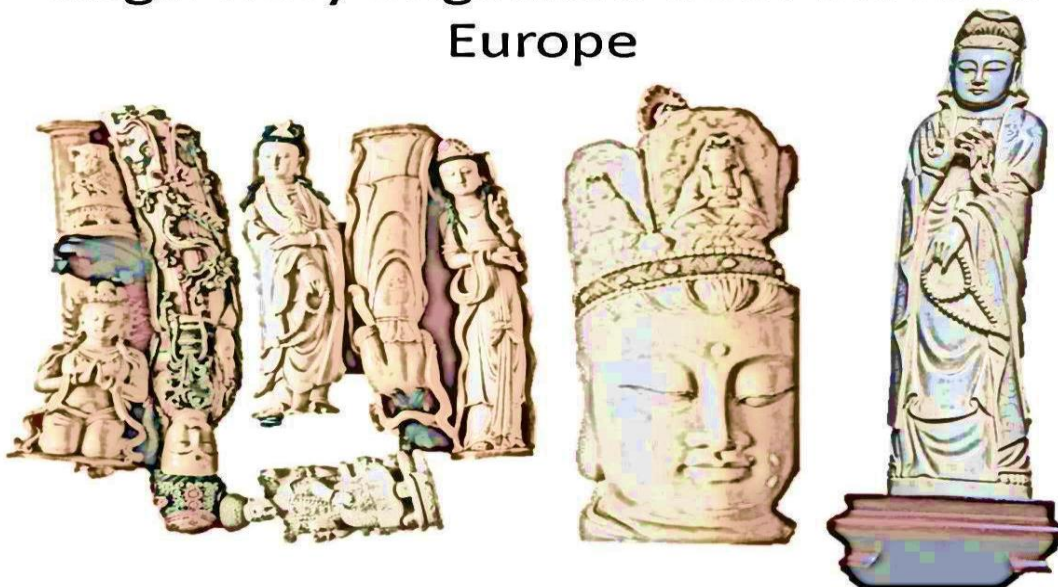
Illegal ivory originally from Africa



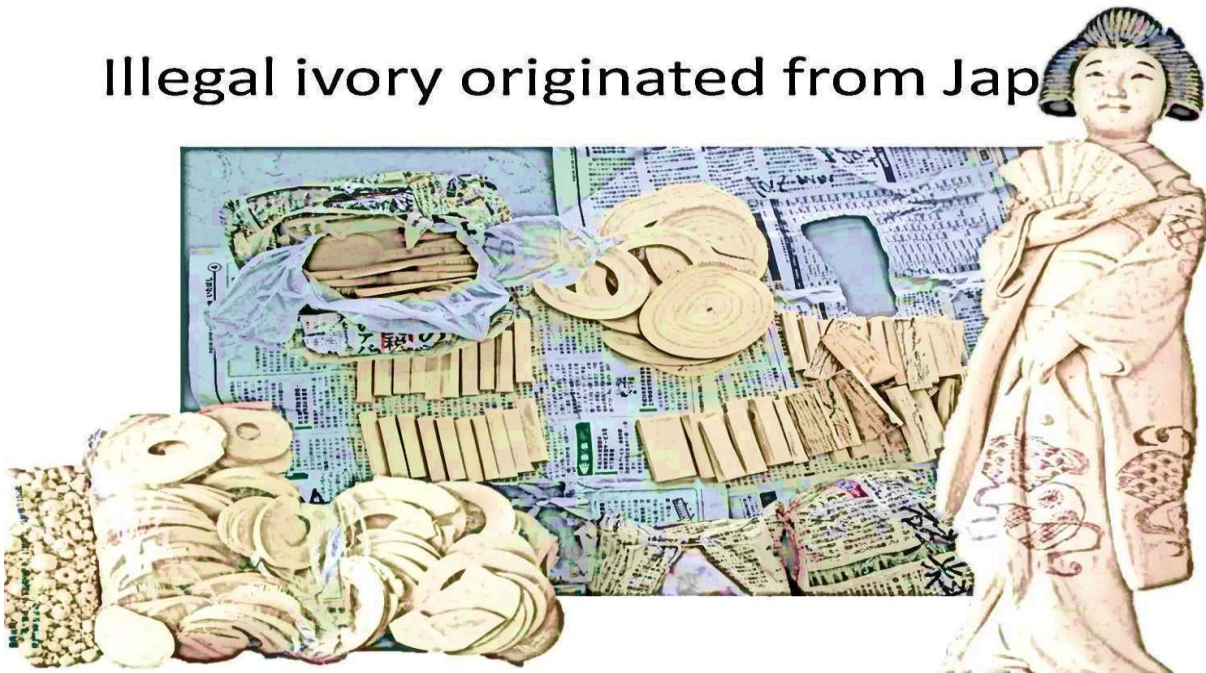
Camouflaged illegal ivory from Africa



Illegal ivory originated from USA and Europe



Illegal ivory originated from Japan



What we have done? (Con't)

- Crashed smuggled ivory products in public
- Jailed ivory smugglers



Where to go from here?

- In 2014, the custom officers at the BJIA worked so hard, they checked every piece of luggage, the illegal ivory trade cases found at BJIA decreased 1/3 in comparison with that of 2013.
- **We would now argue the range States and transfer States to tighten up the checking for illegal exporting of ivory from their countries. They should check their domestic markets and auctions to curb illegal ivory supply. NO SUPPLY NO TRADE.**
- We will work together, particularly the transfer States and range States, to continue to put high pressure on illegal ivory trade to curb illegal ivory trade and wildlife crime.

China Demand Workshop

January 28, 2015

Lisa Eileen Rolls

The United Nations Environment Programme (UNEP)

Good morning ladies and gentleman and thank you to the government of China and to CITES for organizing this important workshop.

I work in the division of communications at UNEP's headquarters in Nairobi and **would like to focus today on the power of the celebrity voice in awareness raising -- and to share some success stories from UNEP's work on both the IWT and World Environment Day -- our flagship day for the environment within the UN system-- to provide ideas on creative ways to effectively engage target markets.**

I am purposefully not using demand reduction because the way this term is currently being used is a great oversimplification and we currently don't have the resources or the data on markets to undertake the sort of systematic and sustained campaigns necessary to impact behavioural dynamics.

I'll start by saying how pleased I am personally to have the recent mandate from the first United Nations Environment Assembly in June to scale up our awareness raising efforts on this issue. When you live and work in Africa, and I have been in Kenya for almost 20 years, **the poaching crisis** is not just stories from faraway places. It's something that we live and breathe every day.

(It's a safari guide's harrowing description of a rhino who has had to be put down because it's been shot, and half its face taken off, but didn't die. It's elephants who have been roaming the savannahs for decades—whom we know and love—Mountain Bull, Satao, many others, taken down by a poison spear. African legends had gone with **poachers often being run off before the tusks are even taken.**

The frequency of reports from the field became alarming in 2012 and **we agreed with CITES to undertake targeted awareness raising** through our stable of celebrity Goodwill Ambassadors. We have a comprehensive programme which includes American actors Don Cheadle and Ian Somerhalder, Footballer Yaya Touré from Cote D'Ivoire, Brazilian super model Gisele Bundchen and esteemed Chinese actress Li Bingbing.

And in early 2013, we asked Li Bingbing to come on a field trip to Kenya. We introduced her to Kenya Wildlife Service, which is the body tasked with protecting wildlife in Kenya. She heard their challenges--**being outgunned, out manned, the criminality aspects. She heard about rangers whose lives had been lost in the line of duty and families left behind.** She met baby elephants at the orphanage, also left behind.

We then had the privilege of going up to the North of Kenya with renowned elephant researcher Dr. Iain Douglas Hamilton to see his project Save the Elephants in the Samburu Reserve.

BB was amazed with what she saw. A city girl from China now stands on a bush strip in **a vast and magnificent ecosystem. She marveled at the colorful tribes, the biodiversity and the clear night sky full of stars.**

And then the wild elephant herds--hundreds of elephants, playing, swimming in the river and arguing.

Matriarchs, kicking out the young bulls for being naughty, **doing all the things we love to watch, so like us.**

And this was then contrasted with the devastation of poaching, of a young matriarch who had been killed a few days before. It was a very touching moment because Bingbing started to cry and asked us to stop filming but she collected herself and said **“no this is what people need to see, this is real.”**

And she took that conviction back to Nairobi where we did a press conference and she spoke very candidly about buying her first ivory bracelet in 2009. **She described it as her success story, her having made it in the industry.** She also said that she was completely unaware that there was a legal and illegal market and decided to part with the bracelet since she was not sure about its source.

But what was important about her story was that it reflects a universal moment. **It is a moment when we as consumers do not connect the dots to our purchases.**

I remember as a young person growing up in Florida, playing the piano keys, and billiards, never thinking about the fact that those products were made of elephant ivory and may have come from the ivory business that halved the elephant population from 1979 to 1989. **Where ever we are in the world, we seldom think about the origin of our products, the implications of our purchases**

And as communicators, this is one of the most important things we can do. We need to connect the dots for people. **And when we do, they usually care.** Where they don't this is when we need policy to step in, to govern and regulate our behaviour. But connecting goes a long way.

One of the best ways we've found to do this is through the voice of celebrities. **We have an amazing asset here. Brands pay** millions of dollars every year to get celebrity endorsements and our ambassadors work with us out of the goodness of their hearts, because they care about the issues.

Why are celebrities effective? A wise man said: "We live in a world with too many choices and too much to do, so we ignore most of it." To this point-- Celebrities break through the clutter-- just because we are a conservation cause does not mean that we aren't competing for the same **share of mind and heart** as other messaging. They have reach--the combined twitter audience of our UNEP Goodwill Ambassadors is 30 million, with Ms.Li accounting for 17 million of that!

They get media placement and pick up. Networks like to feature celebrities, and this is incredibly important when resources are limited. We often receive over \$10 million in pro bono media on channels like CNN and Viacom when our public service announcements feature our goodwill ambassadors.

And, people want to know what celebrities think and believe in. So their voices are able to amplify messages and galvanize public sentiment, **which creates the right environment for policy change and law enforcement.**

And they are not just relevant in the public domain but also in reaching politicians and policy makers. **I'd ask us to think of them as people too**

After Li Bingbing left Kenya she launched her ivory awareness campaign in China and was able to mobilize 1.5 million people to sign on to her petition in less than 2 weeks, 2,000 articles were written about her trip, and 1 of her tweets generated over 132 million retweets.

This is a powerful voice and when we add other celebrities, Key opinion leaders, Progressive policy makers, and ordinary people like us, all whose stories can to be told, we can create an exponential force for persuasion and for change.

We can see this “people power” quantified through our World Environment Day platform as well. WED is the UN’s day for global outreach on the environment and UNEP has been hosting the event since 1974.

WED provides us with a great case study in that we can look at all the analytics on the site--how many people are coming on, where are they going, and how long they are staying. **And most importantly, how awareness rising translates to action.** With WED, we ask people not only to learn more about the annual theme, but to then **choose an activity that will help mobilize more positive action** and register it on the site-- which takes time and demonstrates commitment.

For many years, these commitments numbered in the hundreds. 4 years ago, for the International Year of Forests, we deployed our goodwill ambassadors in a World Environment Day Challenge to see who **could get the most people to undertake activities for WED.** The winner would plant a new forest. We had the involvement of all our ambassadors and Chinese Real Estate Mogul Mr. Wang Shi came on board and challenged Li Bingbing.

It was great fun, but what were amazing to watch were the **results**. The numbers all skyrocketed. Double digit increases across all indicators-- Activities tripled, more people, partners and countries engaged, and the videos which used to get in the hundreds of views were now getting up to 80,000 with total reach of over 120 million worldwide. Activities that before numbered in the low hundreds are now reaching 10,000. We have now used different versions of this challenge every year since with great results.

So we see real results here and we'd like to bring this sort of **creative outreach, social mobilization and methodology to the IWT space** to *inform our campaigns, to gauge success and hopefully to inspire more donor confidence.*

I have been in many of the meetings on the IWT over the last 24 months and a universal outcome is that **demand for illegal wildlife products has to be reduced. Demand lies at the heart of the crisis and has to be tackled.** But, the **funding** for this work is just not adequate. And we have to scale this up to be effective.

And finally, we need to look to partnerships. IGO's, NGO, private sector, all are critical pieces of the puzzle. There are many organizations doing very effective work on this issue and UNEP does not want to duplicate but to build and to fill gaps, **with the ultimate aim of achieving that high level of social and political engagement that we know we need to be transformative.**

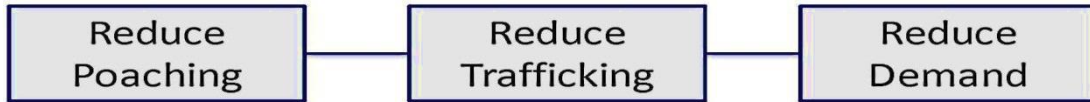
I'll leave you with that, but would like to share the 3 minute film of BB's trip to Kenya. I believe it is a reason for hope.

Thank you.

Demand reduction efforts by WCS

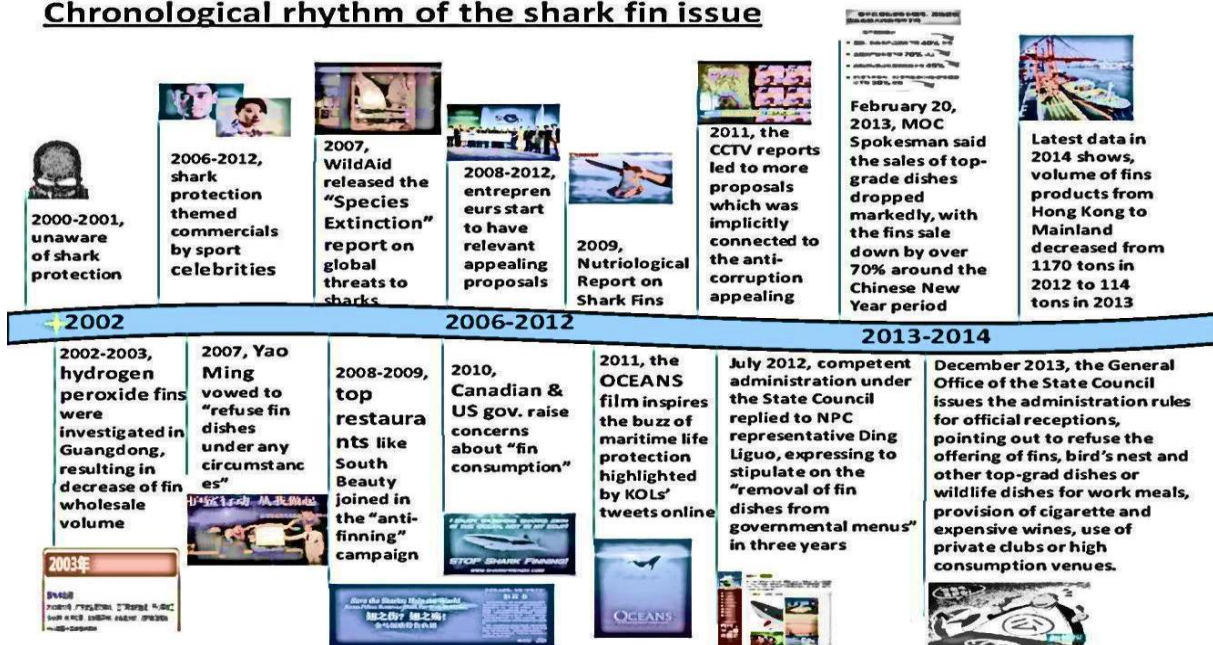
Kang Aili

WCS China Director



Reduce Demand: Is it Possible?

Chronological rhythm of the shark fin issue



It takes time, but

Policy Matter

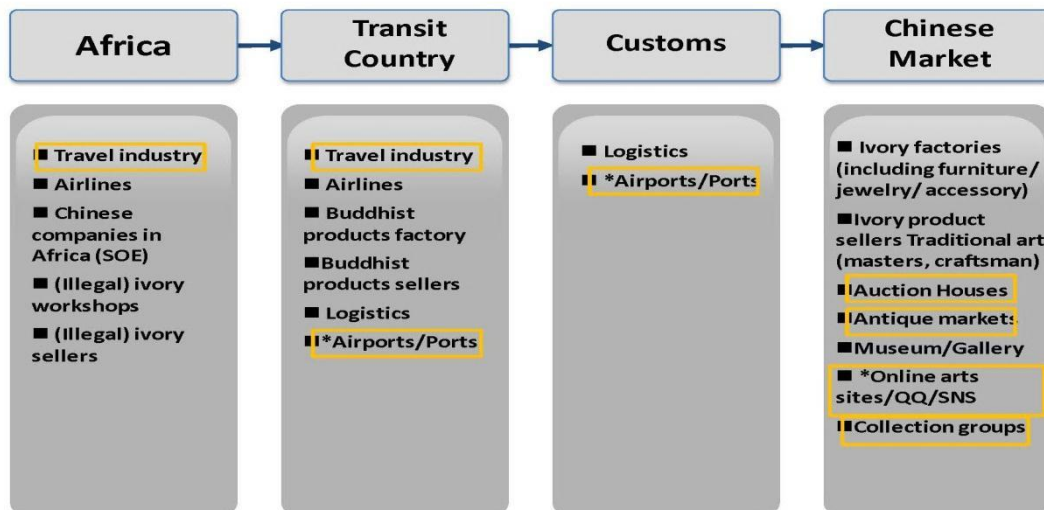
Need Stakeholders All In, But

**Different groups
Different channels
Different campaigns**

How to Find Our Stakeholder Groups?



CHINA: A huge consumer market in scale and size, with different and multifaceted tastes and needs.



Those people in the industries may not directly contact with ivory have been marked with “*”.

Case I: Chinese Travelers



Over 5 days at
Guangzhou Airport:

1,234 travelers
taking pictures

165,000 exposed
to the campaign;



Offline engagement



Online engagement



Case II: Collection Groups

Artron Online Forum on Ivory Collection

China's largest art auction database owner to convene discussion on ivory and debate ivory trade

雅昌论坛

论坛首页 论坛板块 我的空间

论坛板块首页 我的收藏/设置 我的收藏帖子 我的收藏帖子 我的收藏帖子 我的收藏帖子 我的收藏帖子 我的收藏帖子 我的收藏帖子 我的收藏帖子

精品艺术论坛 · 论坛板块 · 收藏区 · 雅昌书画 · (话题) 如何看待雕刻师的象牙收藏和贩卖? ...

查看: 953 | 回复: 50 | [话题] 如何看待雕刻师的象牙收藏和贩卖? [复制链接]

发表于 2014-9-9 16:36 | 只看该作者 | 倒序浏览

象牙问题，前不久，世界自然基金会发布“禁猎”国际倡议书，每年超过45公斤的象牙均会流转到黑市，和非洲象一样，每年因象牙而丧生的非洲象约有2-3万头，亚洲象大量的象牙被非法贸易到亚洲国家，而作为象牙最大消费市场——中国，再次成为象牙黑市上的全球焦点，有媒体报道说：“中国对象牙贸易的需求导致了非洲屠杀大象”。

中国使用和收藏象牙制品的历史由来已久，明清时期象牙便已应用在印度、缅甸、泰国、越南、柬埔寨等方面，一批雕刻大师用其精湛的技艺为皇宫留下了一种种精美的象牙艺术品。

2011年以前，象牙收藏受到国家的关注和重视，随着艺术品市场的发展，作为拍卖市场内场的中国海拍自1994年11月至2011年3月，上拍象牙制品约2316件，成交率达81%。在这样的背景下，一些媒体对象牙制品的非法来源和人为炒作引起了市场波动，有部分拍卖公司甚至以新象牙物被收老象牙上拍，很多人忽视了象牙制品的工艺传承和文化价值，错误地认为这是一种投资理财手段，实际上，象牙市场上所买卖的象牙，都是国家象牙加工，用剩余的收藏从非洲市场购买。

WILDLIFE CONSERVATION SOCIETY

Case III: Monitoring through Social Media data

Social media review - 8 WeChat campaigns



2014 Figures:

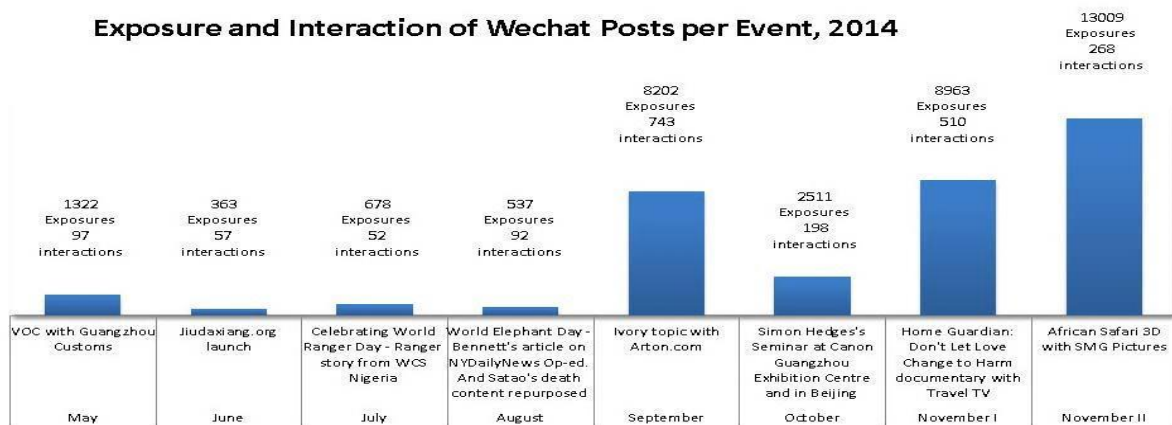
35,585+ exposures

2,017+ interactions

* In Wechat, exposure=read,

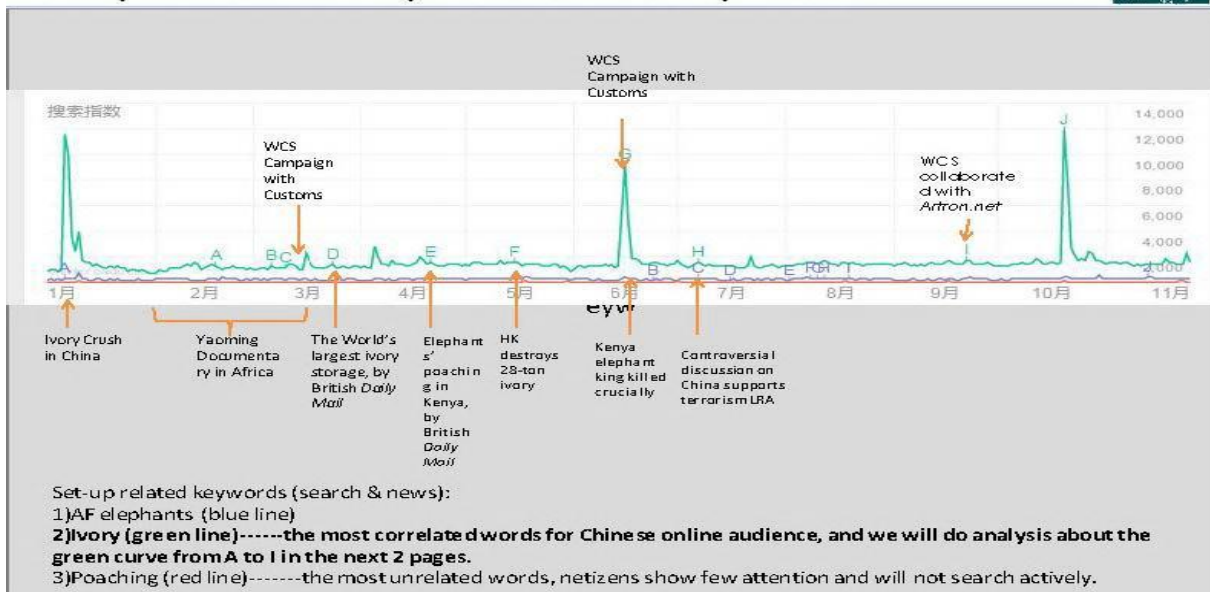
interaction=share in moment + save as favorite + likes

Exposure and Interaction of Wechat Posts per Event, 2014



Baidu Index

analysis online hot key words about ivory in 2014



For More?

Please contact with:

Aili Kang

WCS China

akang@wcs.org



Designing a demand reduction campaign that aims to change consumption behavior: Elements of messaging, setting goals for outcomes, how to deliver messages to different audiences

Gayle Burgess

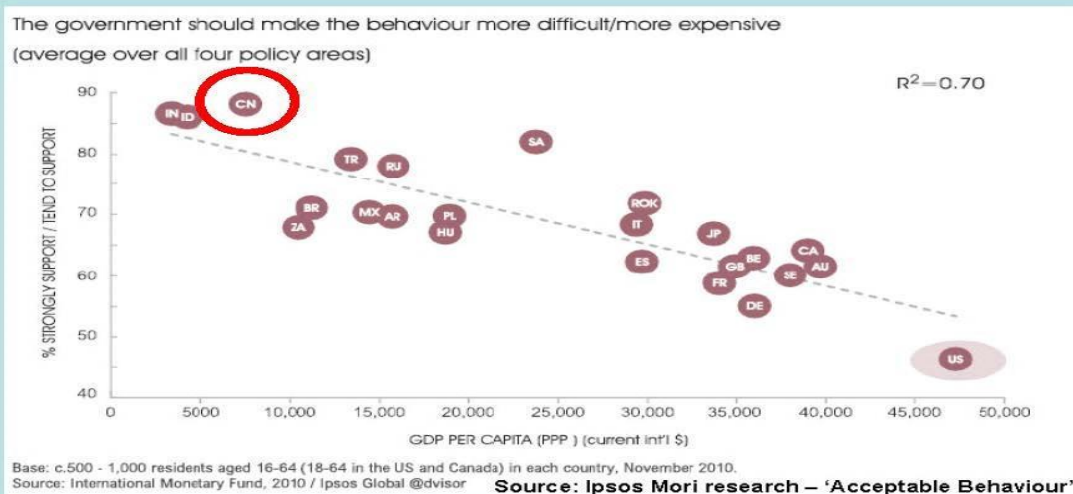
Consumer Behavioural Change Coordinator, TRAFFIC



Preparation and Implementation of Effective Demand Reduction Campaigns

Gayle Burgess, Consumer Behavioural Change Coordinator
TRAFFIC

The Potential of Government Action to Achieve Impact

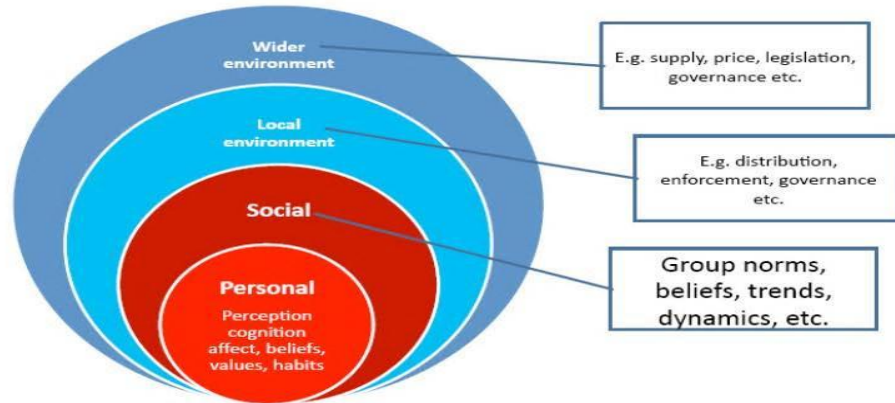


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the wildlife trade monitoring network

What Sort of Action Could Be Considered?

Factors influencing consumer preferences, choices and behaviour



Actions to Starve the Supply and Reduce the Demand

Starving the supply of illegal goods to consumers

Supply Reduction

- Promoting strengthened governance and more integrated approaches to effective law enforcement
- Providing tailored training to build the skills, confidence and capacity of frontline law enforcement officials
- Physical and online market monitoring, & provision of actionable information to relevant enforcement authorities

Demand Reduction

- Social marketing messaging placed in public places/ key locations where they can reach consumers, including online
- Institutional action (e.g. Codes of Conduct) and social marketing messaging issued by business leaders and 'style' icons / influential figures in society
- Individual action, social marketing messaging and behavioural change demonstrated by business leaders and 'style' icons / influential figures in society

Reducing the demand for illegal goods by consumers

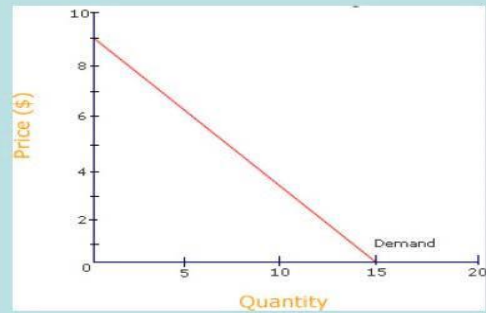
A Strong Track Record of Action to Starve the Supply



Actions to Change Behaviour in order to Reduce Demand



= What you do



= What this achieves

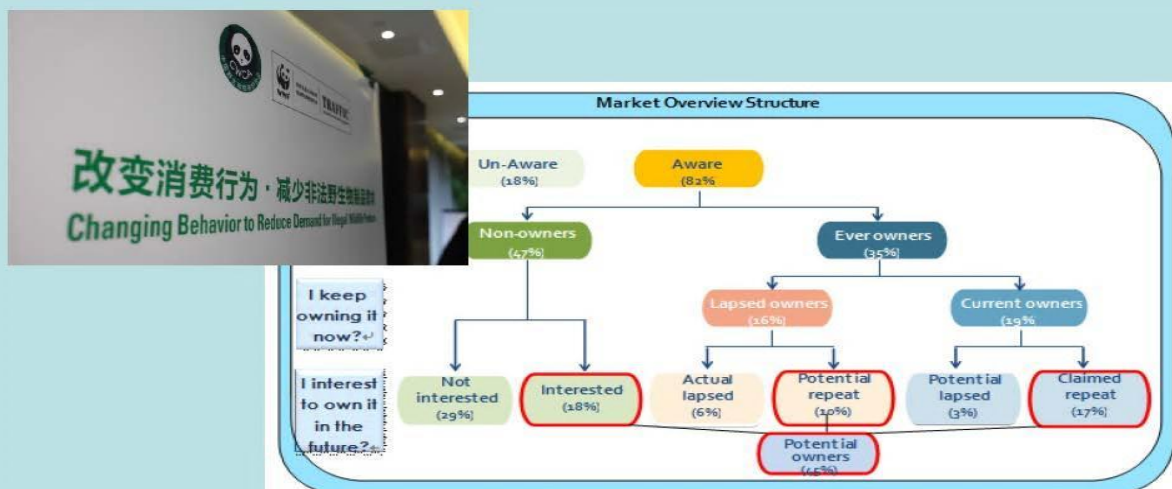
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An Action Plan or 'Roadmap' to Change Consumer Behaviour

1. What insights do you have?
2. Which **wildlife products** are involved?
3. Who are the **consumers**?
4. What are their **motivations**?
5. What are the **specific behaviours** involved?
6. Any **barriers** to behavioural change?
7. What **messages** will achieve an impact?
8. How will you **distribute** those messages?
9. How will you **measure success**?
10. What **resources** are required?

Roadmap Elements 1: Insights into the Market



<http://www.traffic.org/home/2014/4/10/changing-behavior-to-reduce-consumption-of-illegal-wildlife.html>

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Roadmap Elements 2 & 3: Products & Consumers

皇帝皇后摆件, 1对, 30万, 老牙
其他人物摆件, 6件, 老牙



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Roadmap Elements 4 & 5: Motivations & Behaviours

55、二层 C1, 店主是 30 岁左右的女性, 该店的象牙数量较多, 且都是新牙。店主提到, 象牙和玳瑁都是国家明令禁止了, 野外的象越来越少, 因此市场上的象牙制品也会越来越少, 有升值空间。

网上有人

不错, 俄罗斯亚种的喜加种羊角, 中国现在已经绝种了, 好东西, 有很大的升值空间。

2012-7-9 15:32

回复 (1)

比起其他配饰 XY算是价格适中 穷屌丝只玩得起这个~

精品推荐, 北京现货15010155508

靠我等P民来抵制只是杯水车薪, 那些XY真的是为我们准备的么? 我们玩的仅是人家玩剩的边角余料而已

竹木牙角从古至今就属文玩范围。

能不能换个话题

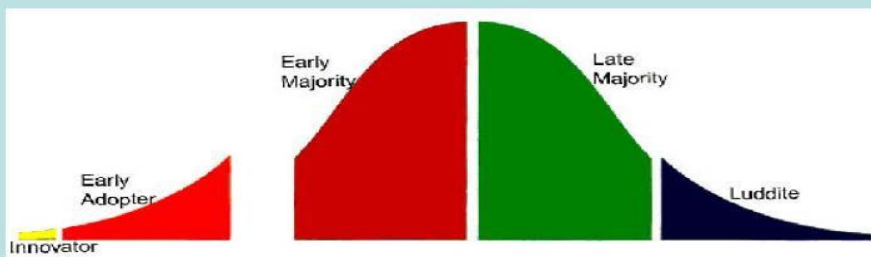
投资收藏, 有升值空间
Investment collection, great possibility to raise value

<http://bbs.wwwb.cn/forum.php?mod=viewthread&tid=3836382&highlight=xy>
http://blog.sina.com.cn/s/blog_5e8d035501016931.html

TRAFFIC market report : 2012Mar Beijing

18

Roadmap Element 6: Barriers to Behaviour Change?




Rogers' Diffusion of Innovations theory, showing the so called 'Chasm' (1962)



VALUE

GAP

ACTION

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Roadmap Element: 7. Messaging e.g. High-risk / Poor Investment



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Roadmap Element: 7. Messaging e.g. Contradicts Traditional Values

“The gentleman understands what is moral;
the small man understands what is profitable.”



Zhang Zai 张载 1020-1077

“Heaven is my father and earth is my mother...
all people are my brothers and sisters,
and all things are my companions...”



Roadmap Element: 7. Messaging e.g. Contradicts Socio-Political Values



Realising the China Dream:

“The great renewal of the Chinese nation is the greatest dream in modern history.”

Goals of reclaiming national pride and achieving personal well-being... requiring sustained economic growth, expanded equality and an infusion of cultural values to balance materialism.



Anti-corruption drive, and efforts to eliminate the four ‘evil winds’:

- Formalism
- Bureaucracy
- Hedonism
- Extravagance

Maintaining progress towards an ecological civilisation:

Raising public awareness of the need to conserve resources, protect the environment and promote ecological progress, and foster a social atmosphere of practicing moderate consumption and cherishing the ecological environment

Roadmap Element: 8. Distributing Messaging e.g. Through State Enterprises

Beijing, China, 2015—New Era Health Group has become the first State-owned Chinese company to include a zero tolerance policy towards the use and gifting of illegal and endangered wildlife products within the company's formal Code of Conduct.

New Era Health Group makes formal commitment not to tolerate illegal wildlife trade



Roadmap Element: 8. Distributing Messaging e.g. Through Collaborations



Roadmap Element 9: Impact Sought / Indicators for Success

Objective e.g.:

“By 2018, demand for illegal ivory products will be reduced by [X%] against 2013 baseline”

Cross-reference indicators along the trade route: e.g. combining measures of

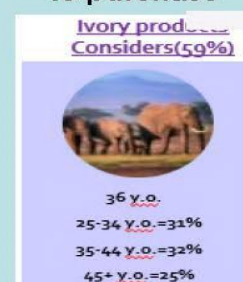
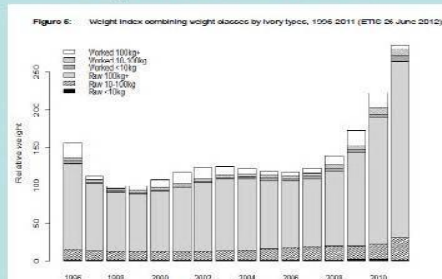
No. of animals poached to supply demand

&

Volume of trade; or e.g. enforcement effort against seizure rate

&

No. of consumers expressing intention to purchase



Roadmap: 10. Resources Required



**Funding, in a time
of austerity**



Time



**Skilled & coordinated
effort**

Possible through **collaboration**:

- Inter-Departmental: e.g. NICE-CG
- Private Sector: e.g. State owned enterprises
- Other governments: e.g. African governments
- IGOs: e.g. CITES, APEC
- Civic Society Organisations

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Thank you and Questions

Thank You



**Gayle Burgess
TRAFFIC International**

gayle.burgess@traffic.org
Skype: **gayle.burgess2**

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Strategies of public outreach to reduce demand for illegal ivory

Cao Liang

China Wildlife Conservation Association



Public Education Strategies for Decreasing the Demand of Illegal Ivory

CHINA WILDLIFE CONSERVATION ASSOCIATION

CAO LIANG



China Wildlife Conservation Association
(CWCA)

- Website: <http://www.cwca.org.cn>
- Wechat: cwcawx

- Since the founding of the International Fund for Elephant Conservation, I started to understand elephant conservation and Ivory carving craftwork heritage.

1. Driven by State Forestry Administration (SFA) and CITES of P. R. China, the International Fund for Elephant Conservation was founded by the China Wildlife Conservation Association (CWCA) in 2010. It was created to support grassroots projects on wild elephant conservation, funded by national ivory carving enterprises. More than 5 million RMB has been raised since its founding four years ago. More than 30 projects, including MIKE, have been funded, covering over 10 countries in Asia and Africa. The implementation of these projects provides advice and support for wild elephant conservation and strengthens market regulations in relevant countries. For details, please see <http://elephant.yz360.com>

Not sure "shoestring projects" exist...does he mean grassroots??? not sure.
Not sure what he wants to say here either.



- 2. Attended a meeting for the International Fund for Elephant Conservation and listened to suggestions from the industry on related issues.



- 3. Attended the event “Destruction of Confiscated Ivory Tusks and Trinkets” organized by SFA and General Administration of Customs. CWCA praised 5 customs and 4 forestry public security bureaus. An initial written proposal on protecting elephants was released in this action.



- I made 20 publicity boards for this event.



- 4. Organized national ivory carving enterprises and attended the 5th, 6th and 7th “International Forestry Products Expo” Yiwu, China. Set up publicity boards and an information desk, broadcasted ideas like “inherit ivory carving, protect wild elephant”, “collect ivory products according to laws, collect ivory products from legal sources”, and exhibited ivory products.



- 6. Attended the “Annual Quota Approval of Ivory Raw Material Consumption” and “Inventory Verification of Ivory Raw Material Consumption” organized by SFA.



- 5. Organized national ivory carving enterprises and visited Africa to learn about elephant conservation and investigated ivory markets in Zimbabwe. Communicated with representatives attending the “Workshop on Conservation Strategies for African Elephant Conservation”.



In addition to the activities above, I also:

- Went to antique markets, tourism souvenir markets and jewelry stores to look for illegal ivory retail products.
- Kept an eye on ideas about elephant conservation and Chinese traditional ivory industry from international celebrities, international organizations, the media, internet users, etc. Also noticed propaganda ads in airports, subways, bus stops, etc.

Information given to the public should be scientific and all-sided.



Information given to the public should be scientific and all-sided.

1. One poster states, “The only way for ivory is to kill elephants. One elephant dies from illegal ivory trade every 15 minutes. Seventeen to twenty-five thousands African elephants were killed for ivory in 2011; twenty-two to thirty-five thousand African elephants were poached in 2012. The population of wild African elephant has declined more than 60% in the last 30 years. Experts predict the species will be extinct in 10 years if we don’t take actions. Please leave living elephant rather than the ivory arts and crafts to our next generation.”

- **Fallacies in this advertisement: the only way for ivory is to kill elephant.**

- a. Naturally deceased elephants can supply a certain amount of ivory each year
- b. In some areas with dense elephant populations, legal hunting exists

- **Misleading in this advertisement: Anything related to ivory is illegal.**

It’s hard to explain complex matters and pass correct information on to public by simple slogan.

- a. There is legal ivory processing and trade.
- b. All citizens with a permit can legally hunt elephant in Africa and bring the specimen back.

- **The data used in this advertisement should be inspected.**
Does it have a scientific basis?

Information given to the public should be scientific and all-sided.

2. The advertisement in Beijing Capital Airport

Not scientific. Read “purchasing equal to killing, say NO to ivory products”.



Information given to the public should be scientific and all-sided.

3. The advertisement on the subway

Office workers taking the subway are not the main ivory products consumer group so the effect is poorer.



Information given to the public should be scientific and all-sided.

4. Celebrity speaker: say NO to ivory products!

It should be more detailed, such as, not purchasing illegal ivory products, not involved in smuggling and illegal business, etc.



According to above, we think:

1. China's demand for illegal ivory is excessively exaggerated by the media network and some international NGOs. This circumstance is very common. Traditional culture is also undermined and that leads to distrust and resentment, as well as weakening consumer's emphasis on relevant issues.
- 2. The emphasis and difficulties of wild elephant conservation are in Africa. The key is helping African countries enhance the ability to combat poaching and smuggling.

3. The combating activities do not cover these five interest chains:



Poaching and smuggling can't be eliminated and fundamentally depend only on China customs and Forestry police.

- 4. The purchase of illegal ivory products is mostly concentrated in practical articles such as bracelets, seals, bush pot . The costumers that collect ivory for investment purposes, usually are willing to understand the policy to avoid investment risks and refuse illegal ivory products.

Public Education Strategies to Decrease the Demand of Illegal Ivory

- Choose the target groups and places
 1. Affected by tour guides and local vendors, as well as the existing large price difference, tourist to Africa often buy bracelets, Buddha statues and other small products.
 2. In China people usually buy in the antique market, tourism souvenir market and border market. Buyers have difficulty in distinguishing between old objects or artificially old objects, between ivory and mammoth's ivory. Some unscrupulous vendors even sell synthetic materials as ivory products.
 3. Ivory collectors usually visit the legal outlets, antique markets or handicraft markets. They also search relevant info and compare prices online.

Public Education Strategies to Decrease the Demand of Illegal Ivory

- Suggestions
 1. Continually send short messages to tourists travelling to Africa. Distribute leaflets on the flights to Africa.
 2. Paste posters and distribute leaflets in antique markets, tourism souvenir markets and border markets.
 3. Continually distribute leaflets in legal ivory points of sale.CWCA is preparing to implement targeted campaigns.

Public Education Strategies to Decrease the Demand of Illegal Ivory

- Using scientific, correct propaganda and slogan:
 1. Distinguish between legal and illegal behavior.
 2. Respect to traditional culture and art.
 3. Make customers aware of the risk of being involved with illegal ivory products.

Public Education Strategies to Decrease the Demand of Illegal Ivory

- Combating poaching, smuggling and illegal trade should be implemented curb illegal trade. The advertisement and law enforcement in China can only work on the end of this chain but can't help with the upstream. Upstream of each link is still vested interests, poaching and smuggling will continue if they were not hurt.
- Think innovatively, explore a new way of using the confiscated ivory. By this approach, not only illegal trade market could be crushed and curbed, funds should also be raised for elephant conservation.
- Set up the mechanisms of sustainable utilization. Establish mechanisms of collecting ivory from naturally deceased elephants and promote regular auctions to send an important message to the market: there is a steady stream of ivory supplying market. By reversing raw material supply, smuggling can be curbed. It can also raise funds for Africa government for elephant conservation activities like combating poaching.

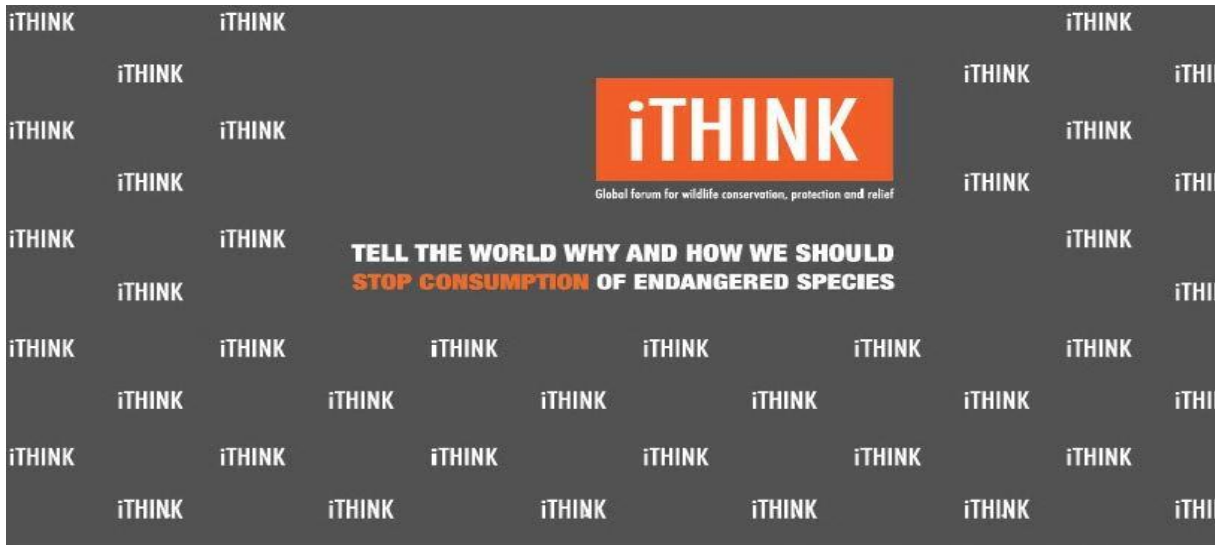
The most important is:

- Strengthen international cooperation. Combat every link in the poaching-smuggling interest chain, especially poaching as the root problem. Thus, can curb illegal smuggling fundamentally.
- Expand the raw materials supply for Chinese legal ivory industry. Increasing the effective supply of ivory products to meet the market demand is the most effective way to curb the black

Tell the world why and how we should stop consumption of endangered species

Zhang Li

Professor, Beijing Normal University



Presented by: **Li (Aster) ZHANG**

Ph.D./Professor

Beijing Normal University

In Partnership with: Beijing Normal University, China Zoological Society, Don't Eat Friends, Freeland Foundation, International Fund for Animal Welfare (IFAW), Nature University WildAid, TA Foundation & WildChina

Goal

- Consumption reduction of endangered species



Lessons learned from marketing for Behavioral Change (JWT/AsiaWorks-Bangkok, Hanoi & Beijing)



- Consumers want the truth.
- Consumers can find the truth.
- Consumers want to be heard, not preached at.

Mixed Messages to the public



80% Mid-High income families (annual income over \$32k USD) owned at least 1 ivory item

84% Respondents said they want to purchase ivory products.

?

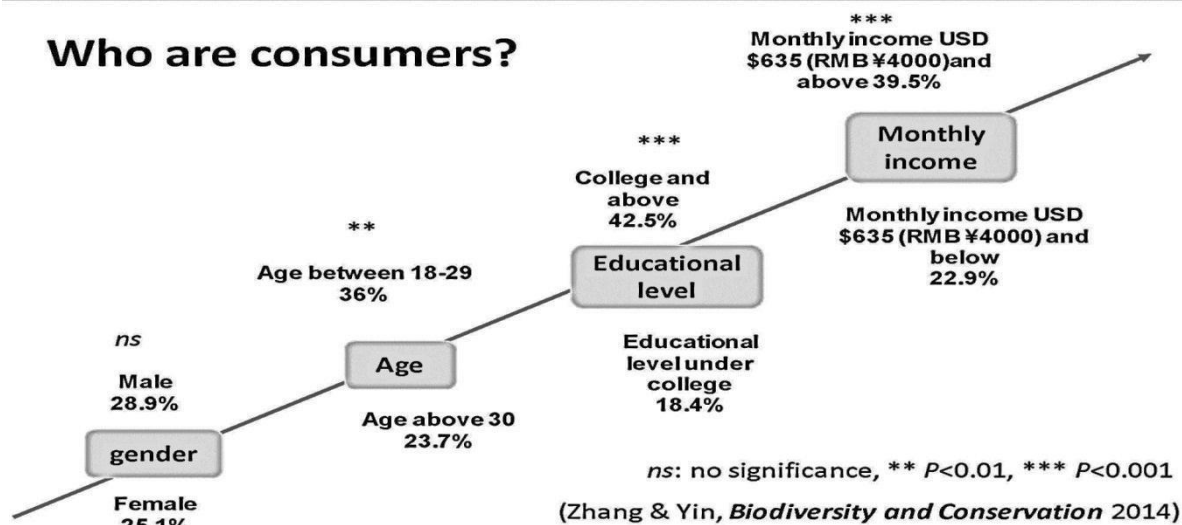
(National Geographic, 2012)

Findings from our survey in 2012

- Among the 17 categories of wildlife ornament and products listed in the survey, **coral, seal skin, ivory, and otter skin** are the top four categories most frequently consumed,
- **0.6%** respondents had purchased ivory as ornaments in the past 12 months

Findings from our survey in 2012

Who are consumers?



Lessons Learned from wildlife campaigns

Need:

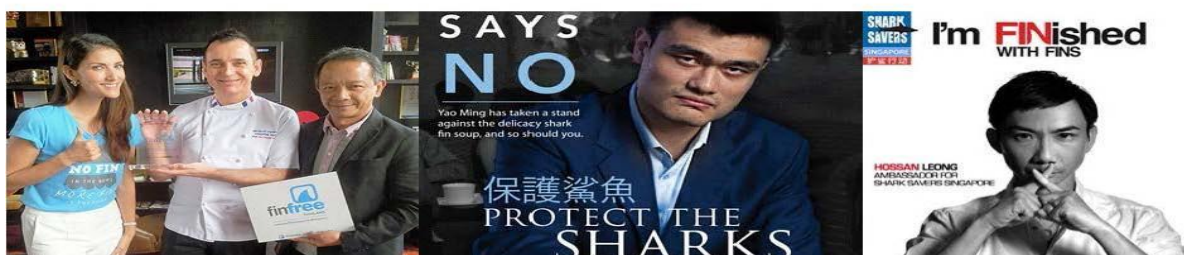
- Long term resources.
- Right messages.
- Government support.
- KOLs.
- Right medium.
- Two-way conversation.



Shark Fin Campaigning

Lessons Learned

- Many organizations saying same thing for long time.
- KOLs helped.
- Linked Corruption and decadence.



iTHINK

- Combines resources (financial and programmatic).
- Makes governments campaign partners.
- Targets consumers, but also good governance.
- Supports each partner's brand and program.



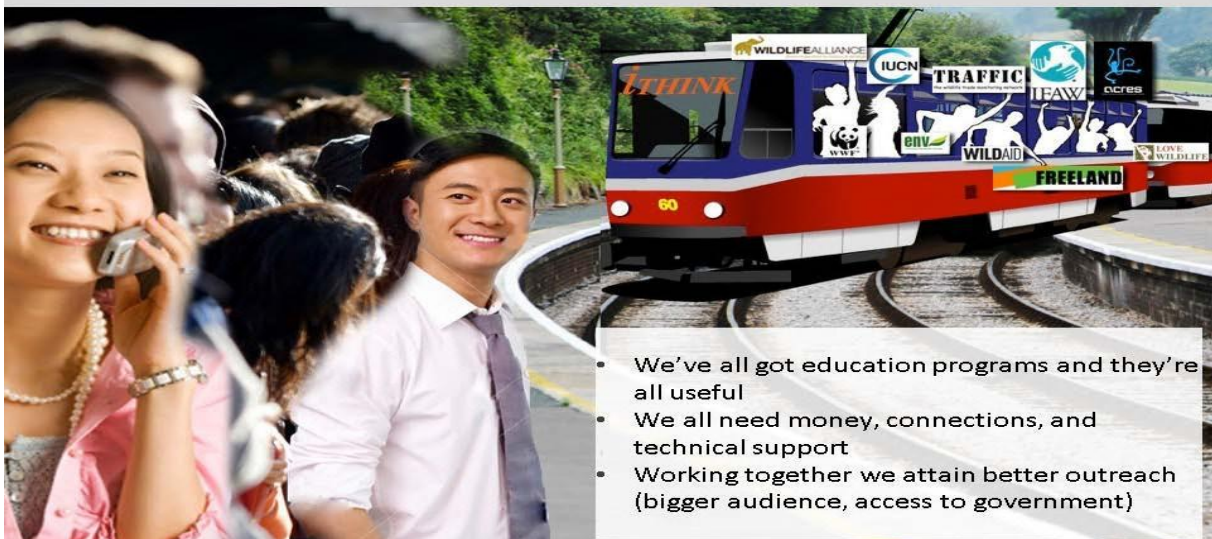
iTHINK

Not a singular campaign. It's a campaign Platform.

- Like "Star Alliance".
- Each organization maintains their profile and program.
- We cover more ground combining forces.



Joint Platform for awareness



- We've all got education programs and they're all useful
- We all need money, connections, and technical support
- Working together we attain better outreach (bigger audience, access to government)

Platform for good governance



- Spotlight good officers

Artists

- Exhibits
- Film Festivals



Government



Business



Youth



Key Opinion Leaders

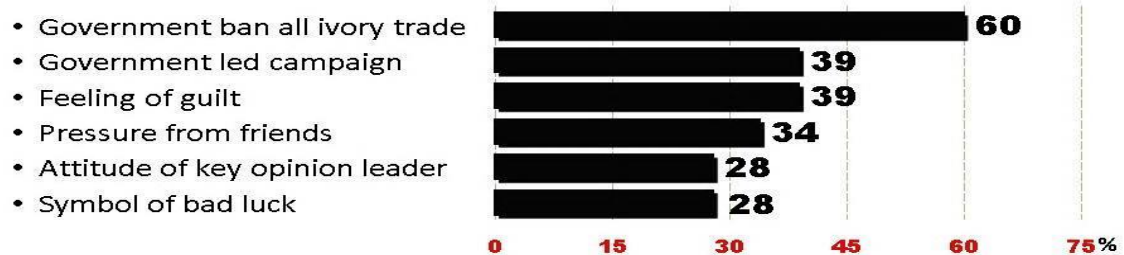


Result [?]:

- Government support.
- Stronger and expanded messaging.
- Sustained messaging.
- Expanded conversation.
- Backed by enforcement.

What can reduce the ivory demand?

- A public survey in 2013



Findings from our survey in 2012

The proportion of respondents who had consumed wildlife was dropped slightly from **31.3%** down to **29.6%** comparison with the results from a similar survey we did in 2004.

The results showed that **52.7%** respondents in Beijing agreed that wildlife should not be consumed, which was significantly increased after 8 years comparison with the survey result of **42.7%** in 2004.

Ivory Consumption Reduction: a long way to go



iTHINK – Reasons for Hope

- Efforts from NGOs and authorities have greatly improved public awareness of the problems.
- It is necessary to go beyond the conservation sector and involve current nonparticipants who may have an important role to play in this issue, for example, the arts investment community, cultural preservation groups, and religious groups.
- African elephants are part of our shared global patrimony and we have a common interest in their healthy continuation far into the future.

(Gao & Clark, *Biological Conservation*, 2014)

Speeches on Curbing Illegal Ivory Trade Workshop

Hangzhou, 29th Jan, 2015

Xu Ping

Alibaba Group, Information Safety Department

Good afternoon, Ladies and gentlemen!

Thank you very much for providing Alibaba an opportunity to participate in workshop on demand-side strategies for curbing Illegal Ivory Trade.

With the global population booming, the process of urbanization accelerating and modern business developing fast, these factors lead to a large number of wild animals habitat has lost and degradation. Meanwhile, consumers' demands on wildlife products is increasing, which has resulted in the international trade on wild animals and plants and their products grows in intensity. And the site transaction management on wildlife trade in recent years, also faces a huge challenge since the E-commerce business is booming in recent years. Whether in China or in the world, along with the management and law enforcement strengthened gradually, wild animal and plant network advertising way tends to be more subtle. From initial state the dominant characteristic of sale of wild animal, to release wild animal terms, again to the no information characteristic, and till now has developed into the social network of the intimate friend circle. For instance, our conference today focuses on ivory, the information of which used to state "ivory", then have a professional term called "old spirit ivory ring", and then to the key words "old ivory". But rather than in the sales platform, this information tends to advocate in the social network. It targets at evading supervision and conducting illegal sales.

As a network company concerns about social welfare and social responsibility,

Alibaba takes the initiative to conduct various kinds of social welfare activities alongside with create enterprises value. Moreover, Alibaba has consistently implemented the philosophy of “crack down on illegal trade, booster the protection of the wild animal”. At the same time, we also have a mature set of management measures designed to prevent illegal wildlife trading.

According to the “CITES convention” and Chinese “Nationally Protected Wild Animals List”, we formulate the accordingly network transaction regulation, strictly prohibited transactions covering the protection of wild animals and plants in the directory. We also deploy “automated and manual checking of listings on our platforms to prevent trading of protected species, clearing the information of illegal sale of wildlife trade for the first time. At the same time, we highly concern about the dynamic of global industry trend, and the analysis of the public opinion. In this regard, we could grasp the industry trend and business deployment well in advance.

By using the self-examination and self-clean, we also open the information report port, committed to combating the illegal wildlife trade on our platform in multi-dimension. Till now, Alibaba has prohibited a listing of over 3,000 protected species. Protected items are increasing according to the real demand.

Apart from management of product listings, Alibaba Group has also fully usaged extensive platform (forum, micro-blog and activities) to educate our users about wildlife and its protection. We make propaganda page to enhance our users’ awareness on endangered species and species protection. For example, in 2014, we launched a “hunting apparatus, bird trap, trap” promotion activities in micro-blog, focusing on special rectification. The micro-blog forwarded more than 10000, reviews praise more than 100 times, drewed the netizens’ attentions to a great extent.

In 2014, we cooperated with social welfare NGOs like IFAW、TRAFFIC to launched the activities called “Merry Christmas to my dear animal friends”and “Say no to the illegal wild animal trade, online propaganda to the buyers and sellers. We also combined with sellers of enthusiasm in public welfare activities, calling upon them to hang on service advertising on refusing on consuming wildlife products. These activities attracted buyers’ attention to a certain extent, exerting a positive influence on public awareness of staying away illegal wildlife products trade.

In October 10, 2014, we also positively response to the “combat illegal wildlife and its products trading seminar” by The Endangered Species of Wild Fauna and Flora Import & Export Management Office of China in Hangzhou. In that Congress, we cooperated with Internet Corporation like Tencent, Sina micro-blog, issued a declaration to appeal "please say no on illegal wildlife and its products” to the whole society. We committed that on our network management and operation platform, we will "not" provide any promotion and transaction opportunities for illegal wildlife and its products. We also take the initiative to accept the supervision from the government and society, call on more enterprises to join us, calls on general public refused to consume the illegal wildlife and its products, and “say no” to the illegal wildlife and its products together.

Ladies and gentlemen, Animal protection is both a global and Alibaba's responsibilities. We hope that by promoting various activities, Alibaba Group's 30,000-plus staffs and millions of users will be able to improve public awareness of species protection and let more people participate in the conservation of biological diversity.

With the rapid development of e-commerce, more and more illegal trade may migrate from offline to online. By upholding our convictions and constantly strengthening our crackdown on illegal trade, we aim to work with governments,

CITES and other NGO organizations in a broader and deeper way, to ensure constant innovation in the protection of endangered wildlife. Moreover, we hope to learn from the today's experts, exploring and grasping the latest trend and information of ivory trade area, and put it into application. Finally, we, Alibaba will consistently and positively appeal to our users, internet peers, and our employees: "reducing the demand for promoting the reduction of endangered wildlife products", working together for protecting the earth--our common home!

Thank you everyone!

Information Safety Department

Alibaba Group

Closing Remarks of International Workshop on Demand-side Strategies for Curbing Illegal Ivory Trade

Mr. Meng Xianlin, Executive Director General of CITES Management
Authority of the People's Republic of China

Dear distinguished guests, delegates, friends, ladies and gentlemen:

After two days of intense exchanges and discussions, we have completed the agenda of "International Workshop on Demand- side Strategies of Curbing Illegal Ivory Trade" and we have achieved fruitful results. Before we close the workshop, please allow me to express my sincere gratitude on the hard work of the delegates and a warm congratulation on the results achieved on behalf of CITES China and vice administer Liu Dongsheng.

This workshop is prepared and organized together by the CITES Secretary and the Chinese authority organizations which are responsible for implementation of the Convention. I am very pleased to see that at the meeting experts presented the current condition of the African elephant populations and the poaching threats, as well as lots of information on the management policies of the processing and sales of ivory in China and efforts and achievements made to reduce illicit demand. Additionally, the economic characteristics and main influencing factors of illegal ivory demand were discussed, as well as the condition of art collection and the ivory auction market in China and its relation to illegal ivory demand. We also explored the relationship between illegal demand and poaching and the negative impacts of misleading information which exaggerating and/or distorting market demands. Important factors that should be considered in demand control activities were described and experiences with illegal trade were shared. Representatives

from EU, US, UK and UNDP, UNEP, WCS, etc. made special statements; delegates made frank discussions, the Foreign Ministry, the Culture Ministry, the Customs Department and other departments, relevant industry and organizations, ivory processing companies and other industry representatives have made very good speeches. No matter it is a special report, making a statement or a discussion, all the presenters are objective and being practical and realistic, the survey results are pretty new, the data is more than rich, the analysis is rigorous and logically structured.

Through by the session introduction and the personal speech, we can clearly feel that during the past a few years, China has paid a lot more attention on putting efforts to the elephants conservation and the trade management. We have carried out hard work on improving the legislation system, strengthening law enforcement, improving public education, especially strictly limiting ivory processing, sales, auctions and other measures, significantly curb the demand of the illegal ivory, all make the illegal ivory trade face two aspects from which it is difficult to re-cash their investment and high risk to incur legal punishment, which significantly curbs the demand for illegal ivory. Based on the survey of the illegal ivory trade market in China compared to the number of elephants poached in Africa, the number of elephants poached is much higher than actual demand for illegal ivory in China. Many delegates suggested that future law enforcement work should focus on the ivory stockpile which kept by poachers, middle buyers and smugglers. In addition, some delegates suggested an in-depth investigation and analysis of misleading and information exaggerating market demand, which can bring negative effects, to prevent the phenomenon of "poaching for hypothetical illegal market". Some representatives suggested that we should carefully study the policy of future supply of raw ivory, establishing the principle of sustainable supply of raw ivory, reducing the scarcity of ivory and the products, suppressing and slowing ivory prices, and establishing a healthy mechanism of conservation and utilization. It should be said the meeting was rich in content, fruitful, and gratifying.

Of course, the elephant conservation, and control of illegal ivory trade is a multi-factor and lengthy process, and only one meeting is limited in time and information, thus it is impossible to solve all the problems, and possibly the participants cannot meet agreement in every different aspect at this time. We must continually advance. However, participants have received a profound education on the difficulties faced by elephants and our shared responsibility, and we see that action taken, whether the management side, the law enforcement side, the utilization side or the concerned side, must be made with all departments in China unified and in close cooperation. Delegates also have got a more accurate grasp of the current situation: how much illicit demand is there? How does it work? Where does illegal ivory go? What is the processing industry like? How is the circulation? How is the cultural heritage?

Administer Liu clearly stated at the opening ceremony that there are still many problems and challenges for China in the fight against illegal trade and illegal demands, including improving public awareness and law enforcement capacity and means, and how to promote cooperation between the destination transit and origin country. On this occasion I would like to reiterate that the Chinese government will continue to work with the international community to adhere to the law to combat crime involving wild elephants and other endangered species in order to strengthen habitat conservation and improve public education, including letting the antique market and grocery market cooperate with professional collectors, travel agencies, and internet companies. This will allow potential illegal ivory buyers to understand the invalidity and liabilities of the illegal ivory investment, discourage their purchase intention, and generally improve the public awareness of consciously resisting the illegal wildlife and the products. Further strengthening the supervision of legal ivory processing and marketing systems will prevent illegal ivory from entering into circulation and make a greater contribution for elephant conservation.

Looking back of the preparatory process, CITES Convention Secretariat worked together with our office, Zhejiang Forestry Department, and our Shanghai office. China Wildlife Conservation Association, as well as relevant agencies from the United Nations, the European Union, the United States, the British government, relevant domestic departments, organizations, industry and research institutes all actively participated with close coordination. Together, they all were a key factor in the success of this meeting. We will keep in mind. Please allow me to take this opportunity to once again express my sincere thanks to you, especially to Mr. Blanco and Mr. Wang Weisheng who successfully presided over the meeting.

To control illegal ivory trade and to protect the African elephant, we need full collaboration from relevant countries, especially source, transit, and destination countries. We must take effective measures against illegal trade at every link in the chain in order to usher in a better tomorrow for the African and Asian elephant.

Tomorrow, delegates will gradually return to their jobs and continue their hard work for elephant conservation. I firmly believe that, on the basis of the consensus from the workshop, everyone in their respective positions will be able to make a compelling contribution for elephant conservation and all people in the world who concerned about the fate of wildlife. After the meeting, we will meet with the two presidents and sum up all of the content as soon as possible, editing and translating relevant meeting material together into a book and publishing it on the website so that more people can understand and learn.

Finally, with the approaching of the traditional Chinese New Year, please allow me to express my sincere gratitude and good wishes to every delegate, I wish you success in work and good health in the coming new year.

Now, I declare, "International Workshop on Demand-side Strategies for Curbing Illegal Ivory Trade" closing!

Workshop on Demand-side Strategies for Curbing Illegal Ivory Trade

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Vice Administrator
State Forestry Administration of China

John E. Scanlon

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Workshop on Demand-side Strategies for Curbing Illegal Ivory Trade

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Workshop on Demand-side Strategies for Curbing Illegal Ivory Trade

28-29 January 2015, Hangzhou, China

Draft agenda and working programme

27 January 2015

1830-2000 **Reception**

28 January 2015

0830-0900 **Arrival and Registration**

0900-0930 **Opening session**

- John E. Scanlon, CITES Secretary-General
- Lin Yunju, Director-General, Department of Forestry of Zhejiang Province
- Liu Dongsheng, Vice Administrator, State Forestry Administration
- Confirmation of working programme and Co-chairs

0930-1000 **Group photo and Coffee break**

1000-1130 **Background and Role of governments**

- Status of elephant populations and the impact of poaching and illegal trade in ivory (CITES Secretariat)
- Efforts made by the Chinese Government in regulating the ivory carving industry and trade in ivory carvings and curbing the demand for illegal ivory (State Forestry Administration)
- Interventions by delegates from EC, UK and US

1130-1200 **Economics, motivations and drivers of the demand for ivory**

- Elephant ivory trade in China: trends and drivers (Yufang Gao, Research Affiliate, Yale University)
- Main factors affecting demand for ivory (Mr Xie Yi, Associate Professor, Economic Management College, Beijing Forestry University)

1200-1300 **Lunch**

1300-1445 **Economics, motivations and drivers of the demand for ivory (continuation)**

- Price elasticity, links between supply and demand segments in the markets,

management of market expectations (World Bank)

- Ivory trade management in China and the impact of misleading information on demand (Mrs Jin Yu, Deputy Director, Wildlife Examination Centre, Northeast Forestry University of China)
- Art auctions and the market for ivory (Artron.net)
- The speculative market for ivory (Brendan Moyle)
- The consumer markets for ivory carvings (Kirsten Conrad)
- Collection and demand for ivory in China (Mr Fang Shuhua, producer of CCTV's collection and art investment programmes)
- Some thoughts on the demand for illegal ivory in the collection circle in China (Mrs Chen Nian, Editor in chief, the Chinese Collection Magazine)

1445-1500

Coffee break

1500-1615

Economics, motivations and drivers of the demand for ivory (continuation)

- Some analysis on the role of the demand for illegal ivory in driving the poaching of African elephants and the role of tourists and expatriates in the illegal ivory trade (Wang Wei, Zhengan International Travel Service)
- Some analysis on the demand by the legal ivory carving industry for illegal ivory (Mrs Chen Jing, Deputy Secretary-General, China Arts and Crafts Association)

1615-1700

Other considerations

- Lessons learned in curbing demand for other illicitly traded goods (UNODC)
- Will demand reduction of ivory work for the conservation of elephant? (Eugene Lapointe, IWMC)

29 January 2015

0900-1000

Ongoing efforts to address illegal trade and demand reduction

- Legislative and enforcement measures taken in China to address illegal ivory trade (CITES Management Authority of China)
- Addressing the trade in ivory holistically: shared approaches to Governance and South-South cooperation by UNDP
- An example of ivory demand reduction campaign by UNEP
- Demand reduction efforts by WCS

1000-1015

Coffee break

1015-1100	<p>Preparation and implementation of effective demand reduction campaigns</p> <ul style="list-style-type: none"> • Designing a demand reduction campaign that aims to change consumption behavior: Elements of messaging, setting goals for outcomes, how to deliver messages to different audiences (TRAFFIC) • Strategies of public outreach to reduce demand for illegal ivory (Mr Cao Liang, China Wildlife Conservation Association)
1100-1200	<p>Discussion</p> <ul style="list-style-type: none"> • Economics, motivations and drivers of the demand for ivory • Relationship between on elephant conservation and intangible cultural heritage • How the business sector can help reduce demand for illegal ivory
1200-1400	<p>Lunch</p>
1400-1630	<p>Recommendations of the workshop</p> <ul style="list-style-type: none"> • Discussion on the draft summary of the workshop
1630-1700	<p>Closing Remarks</p> <ul style="list-style-type: none"> • John E. Scanlon, CITES Secretary-General • Meng Xianlin, Executive Director-General, CITES Management Authority of China