

A snapshot of the war to save rhinos from the frontlines of Viet Nam

Viet Nam is considered a major contributor to the current rhino crisis.

A dozen Vietnamese citizens have been arrested in South Africa, Mozambique and elsewhere for their involvement in rhino horn trade.

Doug Hendrie | Wildlife Crime and Investigations Unit Advisor, ENV

Viet Nam is well known to be one of the major consumer markets for rhino horn. Since 2010, Education for Nature Vietnam (ENV) has documented 159 cases relating to selling, advertising, smuggling, and trading of rhino horn in Viet Nam. 75 of these cases involved advertising and selling horns, many on the internet, and most believed to be advertisements for fake products.

While ENV has engaged in reducing consumer demand for wildlife since 2000, rhino-specific demand-reduction activities began in 2011 and have involved airing public service announcements on TV and radio, media campaigns, viral advertising and outreach activities targeting both consumers and the wider public.

ENV's consumer-targeted campaigns include partnerships with luxury car makers, golf clubs, elite membership gyms, and luxury hotels. ENV has also worked with the Viet Nam

Business Association (VCCI) to gauge the attitudes of CEOs, and surveyed more than 90 traditional medicine outlets to evaluate attitudes towards use of rhino horn.

In 2013, ENV and the Rhinose Foundation brought a key National Assembly committee leader, a senior police commander, a national celebrity and a journalist from Viet Nam to South Africa. The aim was to expose the delegation to the situation in South Africa so they would promote the cause back home. Despite initial claims by the delegation that rhino horn consumption was not a major problem in Viet Nam, the mission transformed their attitudes, accepting that demand from Vietnamese

consumers, while not alone, was driving the killing of rhinos in South Africa. The message was clear; the war needs to be fought and won in both Africa and Asia. ENV returned to South Africa the following year with another Vietnamese delegation.

ENV also focuses on strengthening law enforcement, working closely with its partners mapping Vietnamese-led criminal networks that operate well beyond Viet Nam's borders. ENV's Wildlife Crime Unit and investigations team spend the majority of their office hours working with the public and law enforcement authorities to address consumer crime.

A typical case starts with a hotline phone call, email or facebook message. On 30 October 2014, ENV received a report from TRAFFIC about a man advertising rhino horn on the internet. After several days of negotiation, the seller agreed to meet ENV's investigators. The seller was very cautious initially, however after further discussion, the tension eased and the lead investigator convinced the seller their offer was genuine, but she required her brother to verify the authenticity of the horn before purchase.

Unlike most advertisements, which usually offer fake products such as buffalo horn, ENV's follow up as well as the price asked suggested that the horn may be genuine. ENV brought Hanoi Environmental Police (EP) up to speed with the case, after which EP set up a buy, arresting two Hanoi men with a piece of rhino horn and a fake firearm, reportedly used to impress buyers if needed. Police raided the subject's home recovering another piece of rhino horn and various tiger claws and canines. The rhino horn was later determined to be genuine, originating from a white rhino.

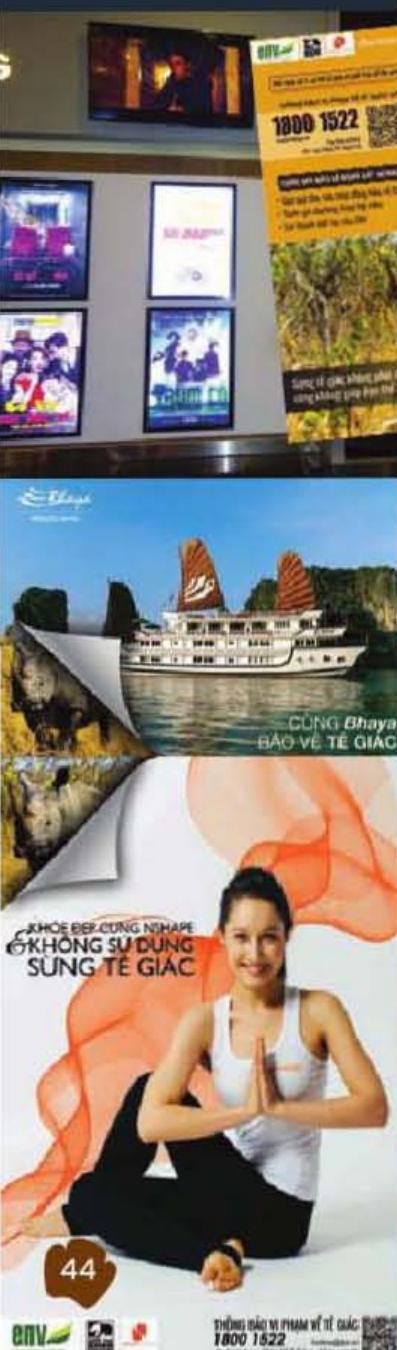
Unfortunately most rhino horn cases in Viet Nam have never seen a day in court, thus ENV policy and legislation team have been working closely with the government to strengthen laws. ENV comprises 30 hard-working Vietnamese on the frontlines of the fight, doing their best to ensure the world's rhinos do not follow the path of Viet Nam's rhinos, lost for ever in 2010 to greed and indifference in a rapidly developing world.

Grants

Since November 2014, Save the Rhino has sent a total of £11,373 to ENV, including £2,500 from Association Ecofaune Virement, €5,600 from Ales Weiner, £5,000 from the James Gibson Charitable Trust and other miscellaneous donations and our own core funds.

Photos show a wide range of awareness campaigns, produced by ENV, aimed at reducing the demand for rhino horn

Partnerships include cinemas, elite gyms, car showrooms, luxury hotels and golf clubs



THANK YOU RHINO SAVERS



Our young rhino supporters are a dedicated bunch of rhino stars, helping fundraise and raise awareness across the world for rhino conservation. Thank you to each and every one of you.

Baking for rhinos

Friends Eve, Tess, Helen,

Anoushka and Liamh (above) held a successful Save the Rhino stall in October, selling cakes and t-shirts to fundraise for rhinos raising an amazing £369.23 for Save the Rhino!

Helping Javan Rhinos

Thank you to Mareike Poelzer who first supported Javan rhinos in 2013, and has continued her dedicated efforts to raise a further £576 to support critically endangered Javan rhinos

Help change the world

11 year-old Addy (bottom left) held a fundraiser at her home, with information about the plight of the rhinos, fun games such as pin the horn on the rhino, along with selling bracelets and photos that she took on her trip to South Africa.

Addy raised over an incredible \$900 to support rhino conservation. She says 'Never stop believing that your efforts, no matter how small you think they might be, will have a direct impact in helping change the world and allow your children to see rhinos in the wild'.



Natural Heroes Kids

Thank you to the **Natural Heroes Kids** group in West Austin, Texas, who raise money for endangered animals. To raise funds for rhinos they hosted an Alien Invasion Haunted House (above) which raised \$800 for Save the Rhino.



Happy Rhino Birthday

Each year, Sean (above) asks friends to make a donation to Save the Rhino instead of bringing a present to his birthday party.

Even though he's only been able to see rhinos at zoos, Sean knows conservation is super important. This year Sean raised £441 for his twelfth birthday.



Rhinos at school

This year we've had many great schools supporting Save the Rhino. From dress-down days to craft stalls our young supporters are rhino heroes. We'd like to say a big thank you to:

Claverham Community College whose pupils raised £76.12

George Heriot's School raised £479.04 by their **S6 pupils** end of term show 'The Last Hurrah'

Sir Henry Floyd Grammar School raised £425 through a series of fundraising events

Year five pupils at Oakwood School (right) who led a Rhino Fundraising Day in January, with a bake sale, rhino raffle and non-uniform day, raising £522

The Piggott School fundraised £211.59



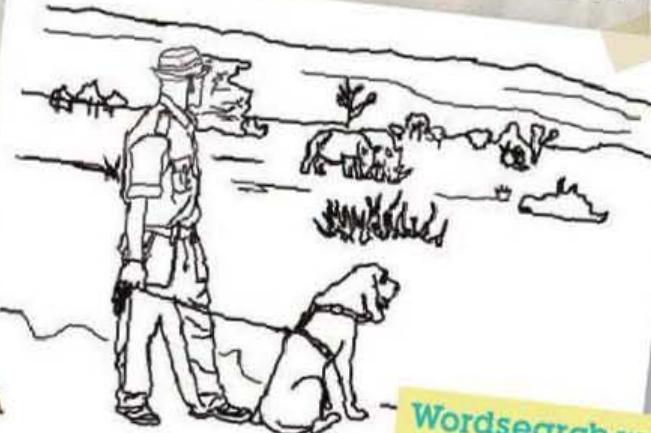
Reigate Priory Junior School raised £300 through their Project Enterprise

Raffle and bracelets

Kuan and Kaira from Australia (below) raised AUD \$457 by selling small beaded rhino keyrings from South Africa and hosting a raffle at their school. They also designed posters and gave a school presentation to explain the rhino poaching crisis to their fellow pupils.

RHINO SAVER puzzles

A



* The Indian rhino
is also known
as Greater one-
horned rhino

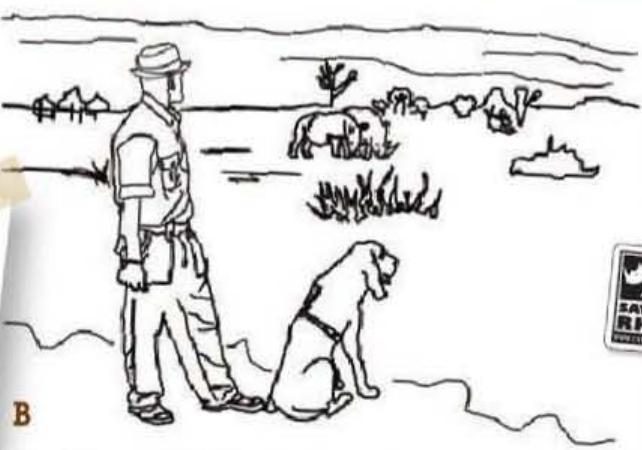


RHINO QUIZ

- 1 How many species of rhino are there?
A three B five C seven
- 2 Which of these African countries does not have wild rhinos?
A South Africa B Zimbabwe C Ghana
- 3 How many species of rhino have two horns?
A one B three C five
- 4 Which rhino species is hairy?
A Sumatran rhino B white rhino C black rhino
- 5 How fast can a black rhino run?
A up to 20mph (32kph) B up to 26mph (41kph)
C up to 34mph (55kph)
- 6 What does the word 'thioceros' mean in Greek?
A large animal B nose horn C fast creature
- 7 Which is the smallest rhino species?
A Sumatran B Javan C Black
- 8 What substance is rhino horn made from?
A ivory B bone C keratin
- 9 How long does an average rhino pregnancy last for?
A 9 to 10 months B 12 to 13 months
C 15 to 16 months
- 10 What is a group of rhinos also known as?
A pride B crash C troop

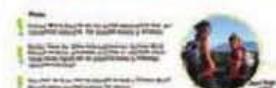
Wordsearch words

rhino
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javan
sumatran
indian*
black
white
horn
poaching
africa
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ranger
endangered
conservation



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How to...
Break a world record



Could you be a Rhino Hero?

Could you be a Rhino Hero?
Visit our website to learn about rhinos, discover fun activities and download our kids fundraising guide www.savetherhino.org/kids

We also have leaflets, stickers, balloons and posters to help your event. Get in touch with katherine@savetherhino.org to find out more.



OUR THANKS GO TO...

We would like to express our warmest thanks to the following individuals, companies and grant-making bodies for their generous support for our work over the last year. We could not achieve all that we do, without the time, goodwill, and financial and pro-bono support of you all.

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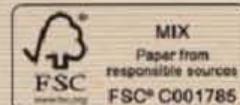
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