

How we're working towards ZERO DEMAND for rhino horn

This year, thanks in large part to a very generous legacy from the Estate of Betty Liebert, we're supporting four new projects with our partners TRAFFIC and Education for Nature-Vietnam (ENV). All of the projects are aimed at reducing the demand for illegal rhino horn in two of the key consumer countries: China and Viet Nam.

Laura Hoy | Deputy Director



Working with the VIETNAMESE GOVERNMENT

More than 10% of rhino horn in Viet Nam is thought to be consumed by government officers.

Building on the success of the Chi initiative – a behaviour-change project that targeted business leaders and other key rhino horn consumers in Viet Nam – we will be finding out more about the motivations of government officers consuming horn.

Using a similar model to the Chi programme (pictured above), we aim to develop materials and messages that change social norms, creating a zero-tolerance attitude to rhino horn consumption.

Promoting public participation through media engagement



We are continuing our support for ENV's work to reduce rhino horn crime and consumer demand in Viet Nam, with a particular focus this year on public engagement activities.

This will include a Public Service Announcement (PSA) and video advertisement aired across 60–80 TV channels, reaching millions of Vietnamese viewers. To help increase the reach of these messages, we are supporting the production and development of ENV's media content, ensuring that outreach is effective by thorough evaluation.

The project will also support more traditional media activities, including proactive engagement with newspapers and magazines.

Chinese tourism IN VIET NAM

Working with a sample of Chinese and Vietnamese border customs, tourism authorities and tour operators, we'll be improving our understanding of the link between tourism and the illegal wildlife trade, and the opportunities to tackle this.

A key part of the project is developing communications materials that promote responsible tourism, driving behaviour change of Chinese tourists who purchase rhino horn in Vietnam.



Social media IN CHINA

More than ever, the illegal wildlife trade is moving online.

Between 2012 and 2016, TRAFFIC found that rhino horn products accounted for almost a fifth of online adverts for illegal wildlife products on a number of e-commerce and social media sites.

We'll be using targeted messaging to potential consumers through social media, aiming to drive down demand.

The messages will be delivered to raise awareness, call for action, and trigger social discussion.