



## VISION

The world's most iconic species, including tigers, rhinos, and elephants, are secured and recovering in the wild.

## PRIORITIES

1. Protect and increase populations of priority species, particularly those affected by wildlife crime.
2. Reduce poaching, trafficking, and demand for priority species (see below).

## SIGNATURE PROJECT: Ivory Ban

Illegal killing for ivory is decimating populations of African elephants. Estimates indicate that each year poachers slaughter about 20,000 elephants, mostly for their tusks. Those tusks are traded illegally on the international market and eventually appear in stores as trinkets. The increase in demand is being seen largely in East Asian and Southeast Asian markets with China, Hong Kong, and Thailand currently being home to the largest ivory consumer markets. Beyond doing serious harm to the survival of an iconic species creating broader ecological implications, the elephant ivory trade endangers the lives and livelihoods of local communities and undermines national and regional security.

WWF and our partners are leading an initiative to reverse this trend. Together, we are working to galvanize governments and the public to stop wildlife crime through a global campaign to apply our worldwide network, our influence with partners and governments, and the passion of our supporters. And we are already achieving remarkable progress. Most significantly, China and Thailand joined the US in making strong commitments to shut down, or significantly restrict, their elephant ivory markets. Global actions are now taking place to ensure this becomes reality. Our next steps are to secure time-bound commitments and implementation of ivory bans from three of the largest consumer markets and scale up consumer outreach efforts to reduce the demand for ivory.