



The Coalition to End Wildlife Trafficking Online

XU Ling, Director of TRAFFIC China



COALITION TO END WILDLIFE TRAFFICKING ONLINE

47 company partners with global operations





Law enforcement
collaboration

Machine learning
enhancement



Policy
harmonization



Industry
collaboration



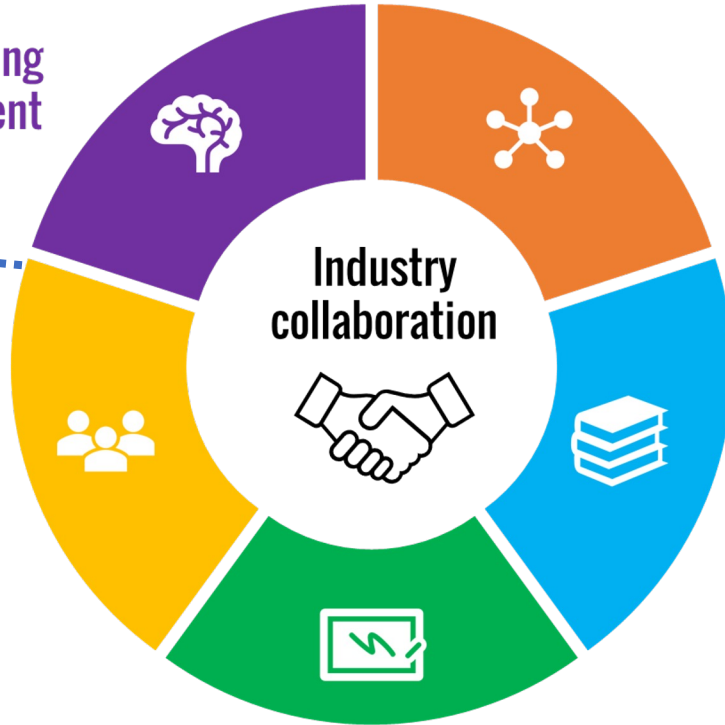
Mobilizing citizen
spotters

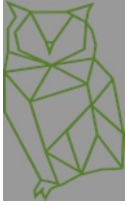


In-depth
company training



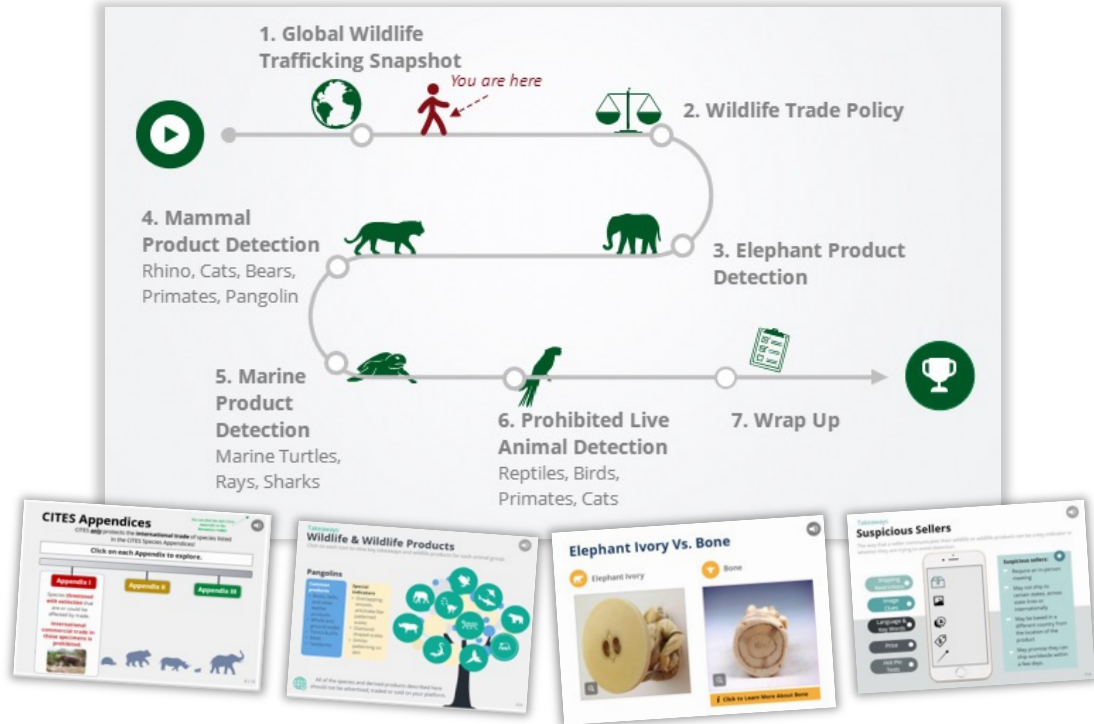
User education





O.W.L.E.T.

(Online Wildlife Learning, Education & Training)



2,376 company enforcement staff trained, in-person or online

Elephant		
Search Words	Hashtags	
African ivory	IVY	#carvedivory
African material	Indian carved	
antique	ivorine	#carvedivorytusk
antique bone	ivory	#carvedtusk
antique bone/ poker chips	ivory bone	
antique Chinese	ivory bangle	#carvedivoryring
antique ivory	ivory carved jewelry	#carvedivoryflower
antique netsuke	ivory color (ed)	#carvedivorynecklace
antique tusk	ivory colored	#carvedivorybead
antique/ vintage billiard ball	ivory colour (ed)	
antique/ vintage cigarette holder	ivory coloured	
asian ivory	ivory pendant	#carvedivorybeads
authentic ivory	ivory netsuke	#carvedivorybuttons
bone	ivory smoking pipe	#carvedivoryantique
bone inlay	IVY	#antiqueivory
bovine	japanese ivory	#antiqueivoryring
bovine bone	mammoth	#antiqueivorynecklace
bovine bone carving	mammoth ivory	
carved bone	marine tooth	#antiqueivoryfan
carved Chinese	natural grain (ed)	#antiqueivorybracelet
carved Chinese bone	natural grained	#antiqueivoryjewelry
carved Chinese faus	natural material	#antiqueivorybrooch
carved faux	natural substance	#antiqueivoryframe
carved ivory	netsuke	#antiqueivorybangle
carved ivory bead	netsuki	#antiqueivorypendant
carved natural	not bone	#antiqueivorychessset
carved netsuke	not bone or resin	#antiqueivorynetsuke
carved/ ivory puzzle ball	not man made	#ivoryforale
carved tusk	not resin	#ivorytusk
cattle bone	okimono	#ivorycarving
chess board ivory	one-of-a-kind	#ivorynetsuke
Chinese bone/ horn	ox bone	#ivorynecklace
Chinese carved	patina	#ivoryantique
Chinese deep carved	patination	#ivoryantiques

Rhino
Search Words
Liberton cup
Angle carving
Angong Niuhang Pill
black angle
black plastic
horn
powder
raw material
worked material
rhino horn
ox horn
Chinese horn
carved horn
rhino horn cup
rhino horn carving

Below are search terms that may be associated with the above key words, these can be searched separately or in conjunction with species names above where appropriate:

Taxidermy, skin (vel), hair (hare), Foot, Feet, Teeth, Tooth, Horn, Skull, Bone(s) (been), Carcass, Meat, Exotic

Penguin	
Search Words	Hashtags
scaly anteater	#pangolinscale
anteater	#pangolinscales
scaly armadillo	#pangolinmeat
armadillo	#pangolinleather
Chuan Shan	#pangolinboots
ja	
Squama manitis	
manis	
diamond-shape leather	
exotic leather	
exotic material	
scaly armadillo	
Taxidermy	
Skin	
Justin anteater	
Nocona anteater	
Lucchese anteater	
triangle leather	
nocornalboots	

Below are search terms that may be associated with the above key words, these can be searched separately or in conjunction with species names above where appropriate:

Taxidermy, skin (vel), Carcass, Meat, Exotic

Bear
Search Words
Bear
Bear bile
Gall bladder
Paw
Claw
Foot
Feet
Teeth
Tooth
Skull
Bone(s)
Taxidermy
Skin
Vel
Fur
Pelt
Hair
hare
Rug
Mat

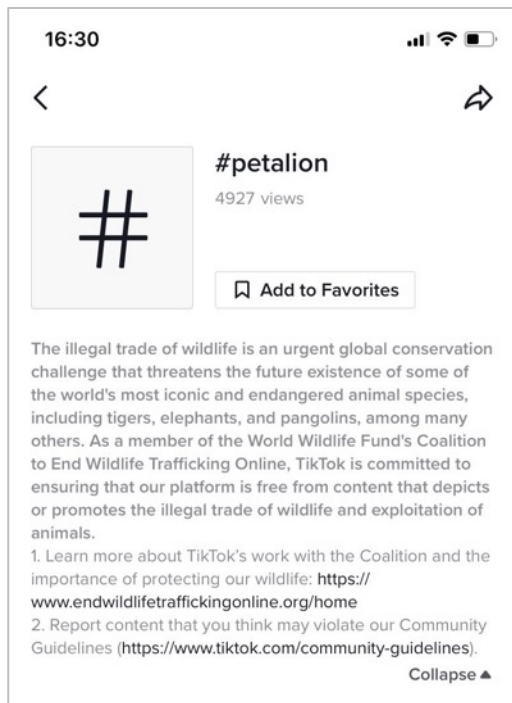
Below are search terms that may be associated with the above key words, these can be searched separately or in conjunction with species names above where appropriate:

Taxidermy, skin (vel), Fur (pelt), hair (hare), Paw, Claw, Foot, Feet, Teeth, Tooth, Skull, Bone(s) (been), Carcass, Meat, Gall bladder, Rug (mat), Exotic

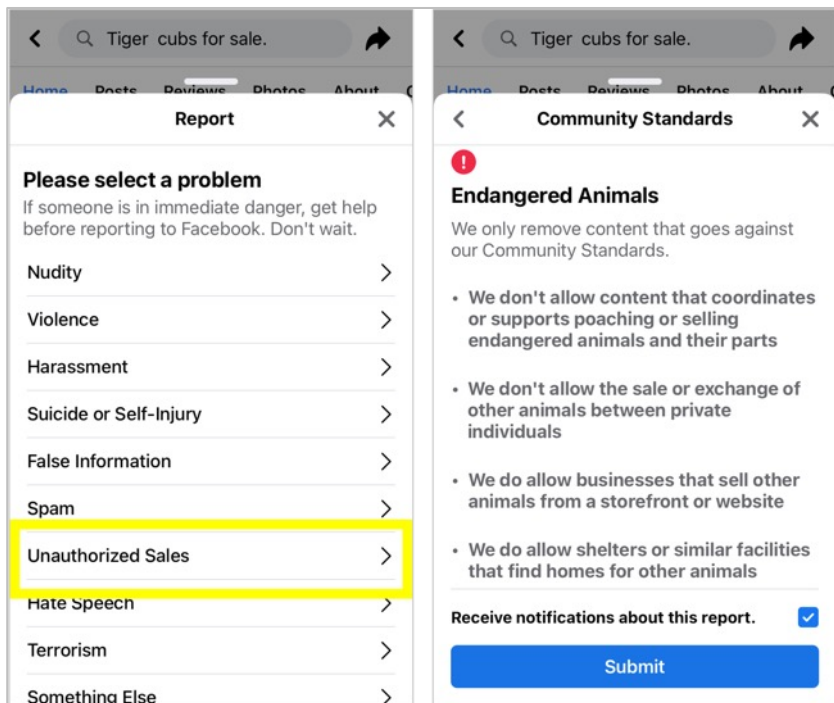
Marine
Search Words
Marine Turtle
Turtle
Gall bladder
Sea turtle
Sea alligator
sea crocodile
exotic leather
rare leather
vintage leather
faux tortoiseshell
vintage tortoiseshell
tortoiseshell inlay
kekko
special material
shell
carved shell
whole shell
turtle skull
green sea turtle
Hawksbill
olive ridley
shell turtle
eggs
leatherback
rare material
eskimo bone
faux tortoiseshell
fossilized walrus
oskik
turtle leather
vintage tortoiseshell
exotic material
tortoiseshell
natural tortoiseshell

Big Cat	
Search Words	Hashtags
Tigers	#tigercounter
Leopard	#leopardselfie
	#leopardselfies
	#leopardcounter
	#leopardcounter
	#leopardcubs
	#leopard
	#leopardskinug
	#leopard
	Leons
	#lionselfie
	#lionselfies
	#lioncounter
	#lioncounterinstagram
	#lioncounterzimbabwe
	#liontamer
	#playingwithtiger
	#pettingalions
	#pettingalions
	#pettinglioncub
	#lioncub
	#lioncubs
	#lionetiger
	#lionselfie
	#lionselfies
	#lionwithions
	#lionrug
	#lioncub
	#lioncubs
	#lionpark
	#lionpark
	#lionparkhannenburg
	#lionparkaa
	#lionparksouthafrica
	#lionparksaferi
	#lioncub
	#lionclaw

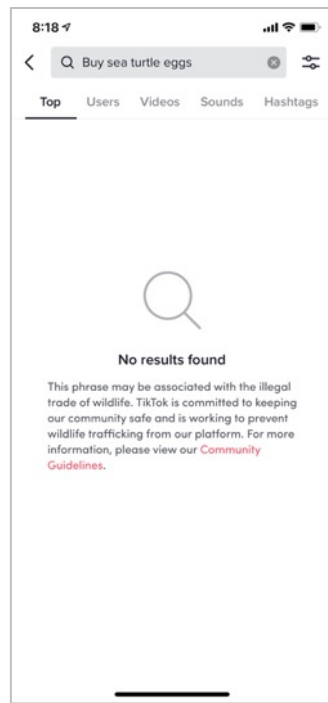
ENGAGING DIRECTLY WITH USERS



Awareness Raising

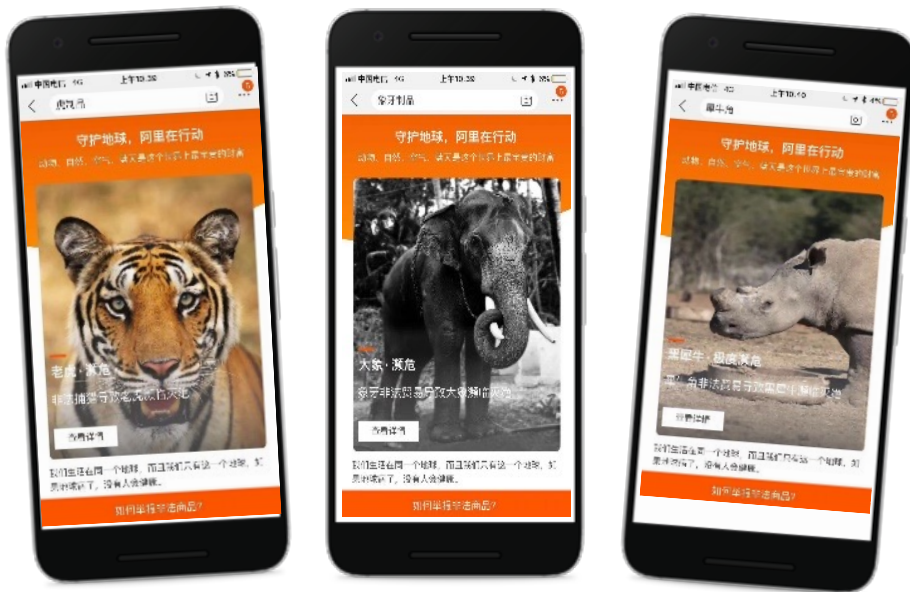


Reporting



Redirect

ENGAGING AND EMPOWERING USERS- Alibaba





COALITION TO END WILDLIFE TRAFFICKING ONLINE

11,631,819

posts for illegal wildlife **BLOCKED** or **REMOVED**

March 2018- September 2021

© naturepl.com-Tony Heald-WWF



TRAFFIC



ifaw

#OfflineandIntheWild2021

www.endwildlifetraffickingonline.org

Case Study: China Law Enforcement Collaboration

国家林业和草原局办公室

办函护字〔2021〕92号

国家林业和草原局办公室关于印发《防范和打击网络非法野生动植物交易工作组工作方案》的函

各有关部门办公厅（室、秘书局），各有关单位：

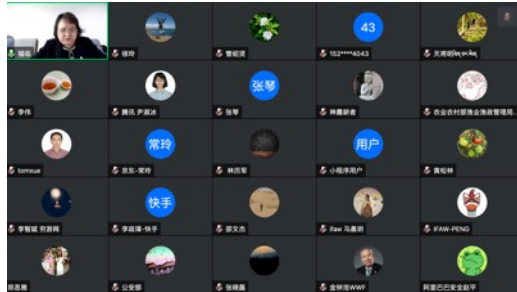
为深入贯彻落实有关法律法规规定，切实推进打击网络非法野生动植物交易工作，我局会同打击野生动植物非法贸易部际联席会议有关单位，研究制定了《防范和打击网络非法野生动植物交易工作组工作方案》（见附件1），现印送你们，请认真抓好落实。同时，请确定参加工作组的人员（回执见附件2），于2021年12月6日前反馈我局。

特此致函，感谢支持。

联系人：国家林业和草原局动植物司 肖红 袁德林 纪敬
电话：010-84238447 84238143 84239660（传真）
邮 箱：17778137375@163.com

附件：1. 防范和打击网络非法野生动植物交易工作组工作方案

China's notification on launching a national task force to combat IWT online



China's virtual launch of the National Task Force to Combat IWT Online on 21 Jan. 2022

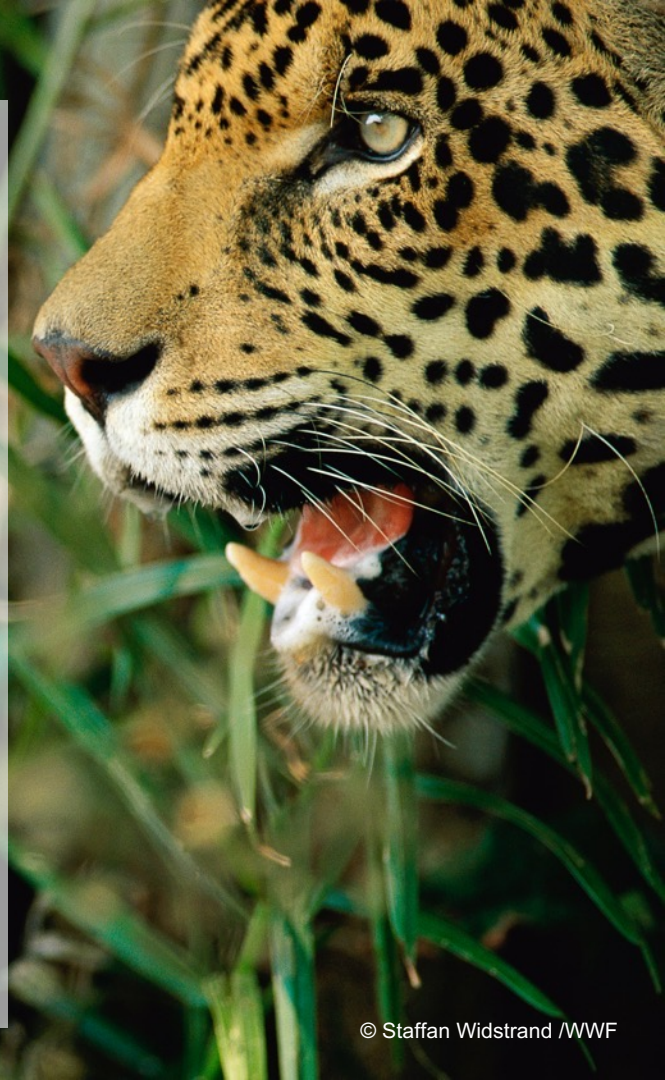
China's National Task Force to Combat IWT Online launched in January 2022, including 3 sub-groups:

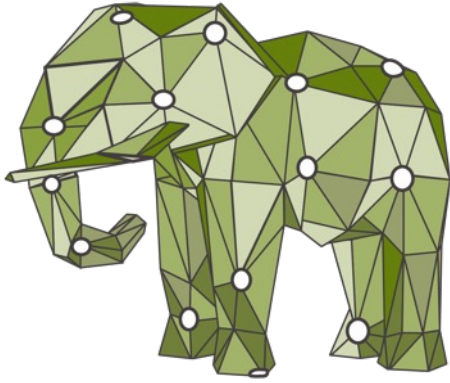
- Law enforcement
- Coalition
- Specialists

Operation Netshield
November-December 2022

How the Coalition can support WENS:

- Data analytics and sharing of targeted information of illicit networks operating online
- Online trafficking trends, i.e., search terms and emojis
- E-learning OWLET program adapted for law enforcement, for example in Central Africa
- Connecting private sector and law enforcement
- Sharing of best practices and lessons learned in responding to IWT online





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