



TOP 4 CRIMINAL MARKETS:

- 1** **Illicit Drugs**
\$320 billion
- 2** **Counterfeit Goods**
\$250 billion
- 3** **Human Trafficking**
\$32 billion
- 4** **Illegal Wildlife**
\$7-23 billion'

ESTIMATED WORTH: UNODC 2016 REPORT

**ILLEGAL WILDLIFE TRADE IS 4TH
LARGEST ILLEGAL MARKET IN THE
WORLD TODAY**

PRESENCE OF WILDLIFE TRAFFICKING IS USUALLY THE PRESENCE OF ORGANIZED CRIME.

GLOBAL ORGANIZED CRIME WEAKENS LOCAL AND NATIONAL LAW ENFORCEMENT AND INCREASES THE RISK OF CORRUPTION.

REPUTATIONAL

LEGAL

FINANCIAL

SAFETY

RISKS

NEGATIVE PRESS, REVIEWS OR REPORTS COULD BE DETRIMENTAL TO YOUR BRAND

AIRLINES MAY BE LIABLE FOR NEGLIGENCE OR NOT CHECKING DOCUMENTS CORRECTLY

NEGATIVE BRANDING, LEGAL AND SAFETY CONCERNS ALL INTRODUCE FINANCIAL RISK

TRAFFICKED WILDLIFE CAN POSE MAJOR HEALTH AND SAFETY RISKS

- BRAND IMAGE ACQUIRES NEGATIVE ASSOCIATIONS AND IMPACTS BRAND VALUE
- NEGATIVE ONLINE REVIEWS & RATINGS
- NEGATIVE SAFETY RATING/ASSOCIATION
- CONSUMERS AND PARTNERS MAY PERCEIVE AIRLINE TO BE HIGHER-RISK

- POSSIBLE CRIMINAL OR LEGAL REPERCUSSIONS FOR NEGLIGENCE
- CLIENTS MAY SUE FOR DAMAGE OR HEALTH ISSUES

- SAFETY RISKS CAN CAUSE DELAYS AND CAUSE DIRECT FINANCIAL IMPLICATIONS
- REPUTATION AND LEGAL RISKS MAY RESULT IN BUSINESS LOSS

- RISK OF INJURY OR EVEN DEATH FROM BITES OR STINGS
- WILDLIFE MAY CARRY DISEASES THAT TRANSFER TO HUMANS SUCH AS AVIAN FLU
- ESCAPED WILDLIFE RISKS IN-FLIGHT PASSENGER PANIC

Cited sources: 1. The Environmental Crime Crises, UNEP, 2016 <https://www.cbd.int/financial/monterreytradetech/unesp-illegaltrade.pdf>

