



How the Aviation Industry can help fight Wildlife Trafficking

How to Take Action

SHOW YOUR COMMITMENT

- Internal staff announcement
- External public announcement
- Sign the Buckingham Palace Declaration

INFORM YOUR STAFF

- Print and display posters and banners in busy staff areas
- Share videos that reinforce training
- Display interactive learning installations
- Use internal communications platforms to promote your company's efforts to combat wildlife trafficking
- Ensure relevant staff are aware of and abide by wildlife trade and transport regulations such as CITES and IATA's Live Animals Regulations

TRAIN YOUR STAFF

- Identify staff that may encounter wildlife trafficking
- Include anti-wildlife trafficking info in new hire training
- Conduct role-specific anti-wildlife trafficking training
- Use presentations and e-modules or create your own
- Train in-house trainers to conduct anti-wildlife trafficking workshops
- Host training workshops and toolbox talks for relevant staff
- Invite outside businesses to attend your workshops

STRENGTHEN YOUR POLICY

- Commit to a zero-tolerance policy on wildlife trafficking
- Adopt a whistleblower policy that protects staff who report suspected wildlife trafficking
- Adapt relevant policies to include anti-wildlife trafficking language
- Create a standard process for reporting suspected wildlife trafficking internally and to law enforcement

INFLUENCE YOUR PEERS

- Act as an advocate and speak on the topic of wildlife trafficking at industry events
- Encourage other companies to implement anti-wildlife trafficking actions
- Write opinion pieces or produce videos against wildlife trafficking
- Encourage your vendors and clients to initiate anti-wildlife trafficking measures through communications and procurement procedures

EDUCATE YOUR CUSTOMERS

- Build your position on combating wildlife trafficking into your marketing plans across all customer touch points
- Share anti-wildlife trafficking information in company materials: magazines, cups, in-flight entertainment, boarding passes, receipts, etc.
- Display temporary or permanent learning installations
- Share anti-wildlife trafficking related content on social media



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How to Take Action | FIRST STEPS

The following are suggestions and steps that companies within the aviation industry can take to help reduce wildlife trafficking. These activities are designed to require minimal effort and as a result tend to have short-term impact.

SHOW YOUR COMMITMENT



Sharing your company's commitment demonstrates that your company has taken a stand against wildlife trafficking. You can make this commitment by signing the United for Wildlife Buckingham Palace Declaration and joining anti-wildlife trafficking partnerships, such as the USAID ROUTES Partnership. Internally, you can highlight this commitment in staff newsletters or by posting it on your intranet homesite. Externally, you can speak out against wildlife trafficking at events. Broadcasting your commitment raises your company's profile for taking a proactive approach to addressing wildlife trafficking.

INFORM YOUR STAFF



Sharing counter wildlife trafficking information helps inform your staff of the scale of illegal wildlife trade, the role of the air transport sector in it, and what they can do to protect themselves from inadvertently taking part in it. Inform your staff by incorporating wildlife trafficking signage in busy spaces.

TRAIN YOUR STAFF



Training equips staff with the knowledge and tools to identify and report suspected incidents of wildlife trafficking. Your company can host or attend trainings and workshops on a variety of topics, including but not limited to general wildlife trafficking awareness, how to identify a trafficker, or role-specific training. As a result of these trainings, employees will know the 'red flags' often associated with wildlife trafficking, as well how to safely respond to and report instances of wildlife trafficking.

STRENGTHEN YOUR POLICY



Incorporating your stance against wildlife trafficking into company policy sends the message to all staff that this is a material issue. Company policy can be strengthened to include anti-wildlife trafficking language by adopting a zero-tolerance policy, integrating appropriate anti-wildlife trafficking language into conditions of carriage, and adopting a whistleblower policy to protect staff who report suspected instances of wildlife trafficking. A result of incorporating anti-wildlife trafficking language in your corporate policy provides a strong stance that your company will not be associated with illegal wildlife trade.

INFLUENCE YOUR PEERS



Speaking out against wildlife trafficking helps raise the issue among key players in the air transport industry. Your company has the potential to lead by example by sharing why your company has decided to take a stand against wildlife trafficking and what you are doing to ensure trafficked wildlife don't move through your supply chains. Conferences, meetings and workshops are all great opportunities for leadership to raise the profile of your company's counter wildlife trafficking activities. As an industry leader, your activities have potential to have a ripple effect across the industry.

EDUCATE YOUR CUSTOMERS



Counter wildlife trafficking is a topic your company can engage with its customers on. You can share with your customers why this issue is important, specific activities your company has adopted against it, how they can ensure they are not contributing to wildlife trafficking and general wildlife information. Information can be included in in-flight magazines, on your website or in the airport. Posting information on the impact of wildlife trafficking and what is being done to counter it helps customers learn about the issue and your company's stance against it.

Let's work together to protect wildlife! www.routespartnership.org

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How to Take Action | LONG-TERM IMPACT

The following are suggestions of comprehensive actions that companies within the aviation industry can take to help stop wildlife trafficking. These activities are designed to have long-term impact and tend to require a more robust level of effort to implement.

SHOW YOUR COMMITMENT



Make a lasting change by integrating your commitment into your regular business operations. You can demonstrate your commitment by developing an implementation plan for your counter wildlife trafficking activities, creating a wildlife communications campaign that highlights your company's work against it, including counter wildlife trafficking metrics in your annual report. Connecting your commitment to your regular business operations and communications helps ensure these activities become institutionalized at your company.

INFORM YOUR STAFF



Posting information on wildlife trafficking informs staff of the problem and the company's commitment against it. Your company can inform staff about the risks and impact of wildlife trafficking, and benefits of taking action against it, by posting appropriate signage in areas employees congregate or in staff newsletters. This information serves as a reminder for staff to be vigilant of activities often associated with wildlife trafficking.

TRAIN YOUR STAFF



Ensure staff know how to safely identify and appropriately respond to instances of wildlife trafficking by incorporating anti-wildlife trafficking trainings into your new employee trainings, standard safety trainings, virtual trainings, and other regular trainings your company requires employees attend. Counter wildlife trafficking trainings prepare staff to handle an instance of wildlife trafficking should it arise. Incorporating these trainings into regular/mandatory trainings helps ensure the long term sustainability of these skills in your company.

STRENGTHEN YOUR POLICY



Adopting appropriate counter wildlife trafficking language into your company policies will institutionalize your company's stance against it and will serve as a guide on how to address issues if they arise. Strengthening company policies delivers a top-down message that wildlife trafficking will not be tolerated. Additionally, counter wildlife trafficking language can be incorporated into passenger, customer, employee, and vendor contracts. As a result, employees and customers will know your company has taken a stand against wildlife trafficking.

INFLUENCE YOUR PEERS



Advocating against wildlife trafficking increases the awareness of the air transport sector. Companies can position themselves as industry leaders by having corporate leadership speak out against wildlife trafficking, adopting anti-wildlife trafficking language in vendor/partner contracts along their supply chain, and becoming active participants in groups working against illegal wildlife trade. Companies can also create local stakeholder groups to review emerging issues related to wildlife trafficking and create standardized report procedures.

EDUCATE YOUR CUSTOMERS



Customers can play a critical role in illegal wildlife trade, whether knowingly or unknowingly transporting trafficked wildlife and products, or spotting suspicious activity. To inform customers, companies can include permanent information at check-in desks about what is and isn't permissible on flights, install long-term or permanent visual displays with wildlife information in busy spaces, or integrate designs and information on your website and airline tickets. As a result, customers become more knowledgeable about what items to avoid.

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