

SPRING INTO ACTION TO STOP WILDLIFE TRAFFICKING 2019



A Transport Industry Guide





DETECT and REPORT

wildlife trafficking in transport

Spring Into Action

Welcome to the USAID Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) Partnership resource for transport companies to raise awareness and strengthen operations against wildlife trafficking. Starting on 1 May 2019 and lasting through 30 June 2019, airlines, airports, freight forwarders, and companies within the transport sector are encouraged to participate in the following 5 Steps of Action.

1 MAY 2019 - 30 JUNE 2019

Companies and sustainability leaders within the transport sector have the opportunity to be a part of the collective drive toward ending the illegal and unsustainable abuse of global transport by wildlife traffickers.

Starting 1 May 2019 and ending on 30 June 2019, members of the transport sector are encouraged to participate in 5 Steps of Action to raise awareness, share resources, and build connections that will improve your company's ability to prevent, detect and report wildlife trafficking.

All activities within the 5 Steps of Action are critical to help strengthen efforts to protect endangered wildlife, and can be completed within the two-month timeframe. Participating companies can choose which steps to engage in using the Spring Into Action Guide.

ROUTES, United for Wildlife, TRAFFIC, and ROUTES partners are happy to help support and spotlight efforts.

5 STEPS TO STRENGTHEN ACTION AGAINST WILDLIFE TRAFFICKING

- MAKE IT KNOWN**
share information about wildlife trafficking and your commitments with staff and customers
- MAKE IT SEEN**
hang posters, display videos, and utilize wildlife trafficking visual resources
- MAKE IT UNDERSTOOD**
have staff complete the ROUTES e-learning course or include wildlife information in current trainings
- MAKE IT SOCIAL**
share social media posts about your previous and ongoing efforts to combat wildlife trafficking
- MAKE IT LAST**
connect with local enforcement staff and stakeholders and incorporate efforts into ongoing activities

Before you begin

Do you know how wildlife trafficking affects you?

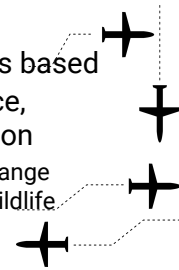
In the past decade, wildlife trafficking instances were recorded in airports in at least 136 countries across every inhabited region of the world. Wildlife traffickers exploit the increasing connectivity of global transport – targeting shipping supply chains, hub airports, and commercial air travel to move their products between source and demand countries.

Before you begin raising awareness around wildlife trafficking, take a moment to learn more about how wildlife trafficking affects your business and supply chains and who is responsible for handling wildlife trafficking instances. Frequent questions are:

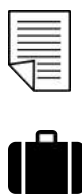
- 1.** What types of wildlife products or species are most commonly trafficked in your region or through your supply chains? (ex: live birds, elephant ivory, coral, etc.)



- 2.** Are your operations based primarily in a source, transit, or destination region? (This may change based on the type of wildlife product.)



- 3.** What are the methods that wildlife traffickers commonly use to smuggle and conceal wildlife in your supply chains? (ex: hidden in checked luggage, shipped with forged declaration documents, etc.)



- 4.** How should your staff report wildlife trafficking suspicions / what agency is responsible for handling wildlife trafficking instances?



To gain a clearer picture of wildlife trafficking in your region and operations:

- ❖ Set up a meeting with local enforcement (e.g. customs, police) or local regulators (CITES Management Authorities, wildlife departments, etc.) to discuss wildlife trafficking
- ❖ Take a look at the latest wildlife trafficking data in air transport from ROUTES:
 - [Reports](#)
 - [Infographics](#)
 - [Maps](#)
- ❖ Reach out to NGO and industry representatives working to combat wildlife trafficking for more resources and information (IATA, ACI, FIATA, UfW, TRAFFIC, etc.)

MAKE IT KNOWN

share information about wildlife trafficking and your company's commitment with staff and customers

A. INTERNAL & EXTERNAL ANNOUNCEMENTS

- Share information on wildlife trafficking and your company's Spring Into Action activities with all staff
- At the end of the Spring Into Action initiative, publish a press release sharing actions taken by your company or use social media to share your actions



B. WILDLIFE E-MAIL SIGNATURES

- Add wildlife trade related messaging to your e-mail signature. [Sample e-mail signatures](#) are available from ROUTES



C. BLOG / MAGAZINE ARTICLES

- Publish a blog article about wildlife trafficking on your website
- And/or schedule a magazine piece about wildlife conservation in your next issue



Resources available

- [Wildlife e-mail signature images](#)
- [In-flight magazine Example - Qatar Airways' Monthly Wildlife Feature in Oryx](#)
- [Industry magazine Example - FIATA World Review](#)
- [Airport Case Studies on Combating Wildlife Trafficking](#)

MAKE IT SEEN

raise awareness by displaying visual resources on wildlife trafficking in staff and customer areas

A. POSTERS IN STAFF / CUSTOMER SPACES

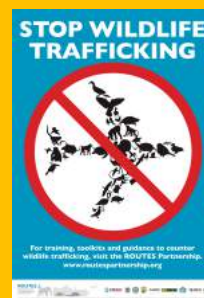
- Hang posters in staff lounges and/or public areas.

Posters available from ROUTES

- General Awareness Posters
- Baggage Handler Awareness Posters
- Freight Forwarder Awareness Posters

Sizes available (vertical and horizontal)

- A1, A2, A3, A4
- Arch D (24 x 36 in) and tabloid



B. VIDEOS IN STAFF / CUSTOMER SPACES



Play awareness videos in staff areas and for customers. Videos are available from [ROUTES](#) & [IATA](#)

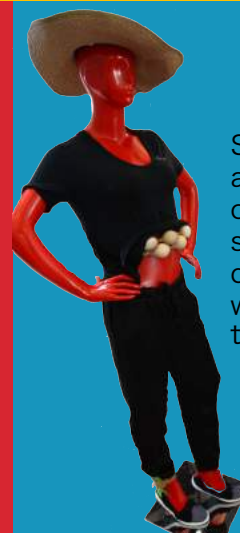


C. AWARENESS EXHIBITS

Schedule an awareness event or exhibit for staff and or customers on wildlife trafficking



Guidance on staff awareness installations available from ROUTES



Resources available

- [ROUTES Wildlife Awareness Posters](#)
- [ROUTES Wildlife Awareness Videos](#)
- [IATA Wildlife Awareness Videos](#)
- [Examples of previous airport awareness exhibitions](#)

MAKE IT UNDERSTOOD

train staff how to detect and report wildlife trafficking

A. STAFF TRAINING / E-LEARNING

- Have air transport staff complete a 30-minute e-learning course on combating wildlife trafficking. Available for:
 - cabin crew
 - cargo acceptance
 - staff check-in staff
 - ground handlers
 - passenger screeners
 - cargo screeners
- And/or: share with your HR, management or training staff general training modules for all aviation staff



Role-specific e-learning courses and learning modules available through ROUTES

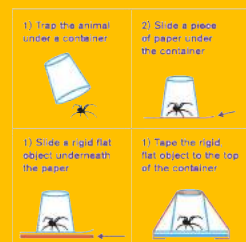
B. CONSERVATION COURSES

- Have staff learn more about wildlife trafficking through the United for Wildlife online learning platform



C. BEST PRACTICES

- Review CITES guidelines on trade in wildlife species
- Review the IATA Guidance on Prohibited Carriage of Wildlife and Related Products and Live Animal Regulations
- Share IATA Safe Handling of Escaped Animals Best Practices



Resources available

- [ROUTES training e-learning courses](#)
- [United for Wildlife conservation courses](#)
- [CITES Checklist of Species](#)
- [IATA Guidance on Prohibited Carriage of Wildlife and Related Products](#) & [IATA Live Animal Regulations](#)
- [IATA Safe Handling of Escaped Animals Best Practices](#)

MAKE IT SOCIAL

raise awareness and share updates on your actions over social media

A. SOCIAL MEDIA TOOLKIT

- Use the [Spring Into Action social media toolkit](#) to spread awareness about wildlife trafficking through your social media channels

#springintoaction

#endwildlifetrafficking



B. WILDLIFE DAYS TOOLKITS

- Join the ROUTES mailing list to receive social media toolkits ahead of major wildlife days such as World Environment Day, World Elephant Day, World Tiger Day and World Rhino Day.



C. SOCIAL MEDIA CALENDAR

- Look at annual environment days and highlight ones that are important to your organization, customers, or region.
- Contact your communications team to discuss posting information and corporate interest in responding to wildlife trafficking on social media year round



Resources available

- [Spring Into Action Social Toolkit](#)
- [Wildlife Days Toolkits](#)
- [Wildlife Awareness Days Calendar](#)
- ROUTES social media & mailing list contact: Hallie.sacks@traffic.org

MAKE IT LAST

connect with stakeholders to include wildlife trafficking in ongoing efforts and communications

A. STAKEHOLDER ENGAGEMENT

- Identify and talk to industry stakeholders and enforcement personnel (customs/police/etc.) about current wildlife trafficking trends and opportunities for collaboration.



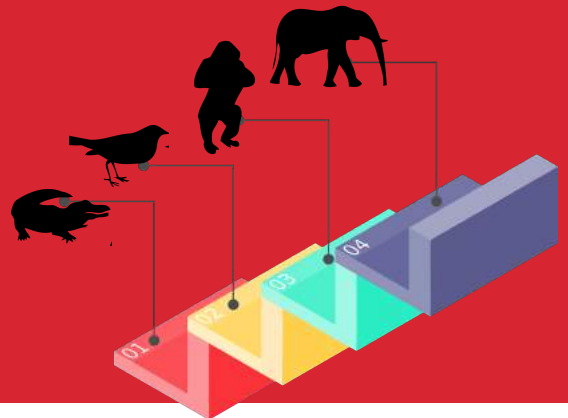
B. LEADERSHIP COMMITMENT

- Share your efforts* with your senior management and leadership. Discuss with senior management a strategy to continue company commitments around combating wildlife trafficking.



C. JOIN GLOBAL EFFORTS

- Share your efforts* with ROUTES, UfW & TRAFFIC and discuss next steps.
 - Join the ROUTES Partnership
 - Sign the United for Wildlife Transport Taskforce Buckingham Palace Declaration
 - Join the IATA Wildlife Task Force
 - Join the ACI Wildlife Task Force
 - Join the TRAFFIC e-mail list



** Use the checklist on page 9 to help track and share efforts*

SPRING SUCCESSES

Share Your Steps

Action Taken	Y/N	# of staff engaged	# of customers engaged	Other Notes
MAKE IT KNOWN				
Share information on wildlife trafficking and your company's activities with all staff				
Publish a press release sharing actions taken by your company				
Add wildlife to your e-mail signature				
Publish a blog article about wildlife trafficking on your website				
And/or schedule an in-flight magazine piece about wildlife in your next issue				
MAKE IT SEEN				
Hang posters in staff lounges and/or public areas				
Play awareness videos in staff areas and for customers				
Schedule an upcoming awareness exhibit for staff or customers on wildlife trafficking				
MAKE IT UNDERSTOOD				
Have select air transport staff complete a 30-minute e-learning course on combating wildlife trafficking				
Share with your HR, management or training staff regional training modules for all aviation staff				
Have staff complete the UfW conservation course on wildlife trafficking				
Share guidance on handling live animals				
MAKE IT SOCIAL				
Use the Social Media toolkit to spread awareness about wildlife trafficking through your social media channels				
Join the ROUTES social media toolkits list serve				
Contact your communications team to discuss scheduling wildlife conservation awareness posts on social media year round				
MAKE IT LAST				
Talk to industry stakeholders and enforcement about wildlife trafficking				
Share your actions with senior management and leadership				
Discuss next steps with industry associations, ROUTES, TRAFFIC & UfW Transport Taskforce				

Use this tool to track efforts around wildlife trafficking and share information with company leadership, stakeholders, and ROUTES.

ROUTES

Reducing Opportunities
for Unlawful Transport of
Endangered Species



ABOUT ROUTES

The USAID Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) Partnership is an innovative and transformational partnership that brings together international conservation organizations, donors, government, and the transportation and logistics industry for a multi-year, collaborative program to combat illegal wildlife trafficking internationally.



ABOUT TRAFFIC

TRAFFIC, the wildlife trade monitoring network, is the leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development. For more information, visit traffic.org or follow @TRAFFIC_WLTrade



ABOUT THE UNITED FOR WILDLIFE TRANSPORT TASKFORCE

The United for Wildlife Transport Taskforce, led by The Duke of Cambridge, aims to engage the transport sector in identifying and developing relevant and targeted solutions to wildlife trafficking. The Taskforce brings together stakeholders including airports, airlines, shipping companies with law enforcement and other agencies to facilitate action led by the private sector.



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