



**WORLD  
WILDLIFE DAY**  
3 MARCH

## **ROUTES Communications Toolkit for World Wildlife Day 2021**

### Overview:

**Date:** March 3, 2021

**Main hashtags:** #WorldWildlifeDay #WWD2021 #ForestPeoplePlanet

**Sponsor handles:** @WILDLIFEDAY @CITES

**ROUTES handles:** @ROUTESPartners (Twitter) @ROUTESPartnership (Facebook)

**Website:** <http://wildlifeday.org>

**ROUTES contact:** [cressida.stevens@traffic.org](mailto:cressida.stevens@traffic.org)

### About World Wildlife Day:

World Wildlife Day will be celebrated on March 3 2021 under the theme **Forests and Livelihoods: Sustaining People and Planet**, highlighting the role of forest ecosystems in covering basic needs such as food, shelter, energy and medicine, as well as sustaining livelihoods for hundreds of millions of people globally. This aligns with UN Sustainable Development Goals 1, 12, 13 and 15, and their wide-ranging commitments on alleviating poverty, ensuring sustainable use of resources, and conserving life on land. More information can be found here: <http://wildlifeday.org>

### How ROUTES Partners Can Participate:

The over-exploitation of wildlife adds to the instability of forest ecosystems and the livelihoods that they support. This World Wildlife Day, ROUTES partners can raise awareness by demonstrating that **by protecting the skies from wildlife trafficking, they are helping sustain both people and the planet.**

ROUTES has prepared resources in this toolkit to help you show, how by preventing wildlife trafficking, the transport sector is helping protect Earth's precious ecosystems and the people that rely on them for generations to come. Partners are welcome to use these resources on their social media channels during World Wildlife Day and beyond - tag @ROUTESPartners so we can see and share your content!



## Wildlife Trafficking Awareness Statistics

- More than **7,000 species** are affected by illegal wildlife trade (source: [UNODC](#))
- More than **5.5 million** animals and animal products have been seized in air transport in the last ten years (Source: [ROUTES Dashboard](#))
- In the last ten years, there have been **2,079 wildlife seizures** reported in air transport, about four seizures a week (Source: [ROUTES Dashboard](#))
- Approximately **55 elephants** are poached every day (source: [WWF](#)) (elephant declines due to poaching cost African economies \$25 million per year in lost tourism revenue) (source: [WWF](#))
- More than **166,000 live reptiles** and reptile parts have been seized in air transport in the last ten years (Source: [ROUTES Dashboard](#))
- **594 rhinos** were poached in South Africa in 2019 (more than 11 rhinos a week) (Source: [South Africa DEA](#))
- In 2019, pangolin seizures reached an all-time high, amounting to more than **116 tonnes of pangolin scales and meat** (Source: [C4ADS](#))
- Approximately **110 tigers** a year enter the illegal trade chain in Asia (Source: [TRAFFIC](#))
- More than **23,000 live birds** and eggs have been seized in air transport in the last ten years (Source: [ROUTES Dashboard](#))

For more information on wildlife trafficking in your country or region, visit the [ROUTES website](#) and [ROUTES Dashboard](#).

## Sample World Wildlife Day Tweets:

1. The health of forests, people and planet are all interconnected. Part of keeping forests healthy, is keeping forest wildlife where it belongs. We're proud to help protect wildlife from #illegaltrade @ROUTESPartners #WWD2021 #ForestPeoplePlanet [embed ROUTES video or link to YouTube: <https://www.youtube.com/watch?v=eG45ug7sWoM>]
2. Forest wildlife is vital to local communities but unsustainable harvest and illegal trade are big threats. We're proud to work with @ROUTESPartners to help disrupt #wildlifetrafficking in the air. #WWD2021 [link to your website with wildlife information or to [www.routespartnership.org](http://www.routespartnership.org)]
3. This year's #WorldWildlifeDay celebrates the importance of forest life. We're proud to be working with @ROUTESPartners to keep precious wildlife out of the skies. #ForestPeoplePlanet #WWD2021
4. We're proud to help prevent the trafficking of [insert animal e.g. reptiles, apes, pangolins, tigers, birds etc.] from their forest home. What's your favourite forest animal? #WorldWildlifeDay #WWD2021 @ROUTESPartners
5. Happy #WorldWildlifeDay! Today we celebrate the importance of forest species to local livelihoods, shelter, health & more. We're working to keep precious wildlife out of the skies. @ROUTESPartners  
Read: [link to your website with wildlife information or to [www.routespartnership.org](http://www.routespartnership.org)]



6. Happy #WorldWildlifeDay! 🐵🐘🦏

The aviation industry is able to play its part in wildlife conservation by disrupting #wildlifetrafficking attempts. Watch this video to discover how [company name] is doing just that [embed ROUTES video or link to YouTube:

<https://www.youtube.com/watch?v=eG45ug7sWoM>]

7. Forests need our help: the exploitation of wildlife is one of their biggest threats. We're striving to keep forest wildlife grounded, where it belongs #WorldWildlifeDay #ForestPeoplePlanet @ROUTESPartners [link to your website with wildlife information or to [www.routespartnership.org](http://www.routespartnership.org)]

8. The #COVID-19 pandemic has proven the importance of preventing illegal wildlife trade and keeping habitats intact. We're proud to be part of an international response. @ROUTESPartners #WorldWildlifeDay #WWD2021 Learn more: [link to your website with wildlife information or to [www.routespartnership.org](http://www.routespartnership.org)]

### Sample World Wildlife Day Facebook/LinkedIn Post:

1. Happy #WorldWildlifeDay! This year's theme celebrates the importance of forest species to local livelihoods, shelter, health & more. The exploitation of wildlife is one of the biggest threats to forests but the aviation industry is well placed to disrupt illegal supply chains and keep precious wildlife out of the skies. Find out how we're working with @ROUTESPartners to play our part: [link to your website with wildlife information or to [www.routespartnership.org](http://www.routespartnership.org)]

2. Happy #WorldWildlifeDay! 🐵🐘🦏

The aviation industry is able to play its part in wildlife conservation by disrupting wildlife trafficking attempts. Watch this video to discover how [company name] is doing just that [embed ROUTES video or link to YouTube:

<https://www.youtube.com/watch?v=eG45ug7sWoM>]

3. Affecting more than 7,000 species, wildlife trafficking is one of the biggest threats to wildlife and forests. We're proud to work with @ROUTESPartners to combat wildlife trafficking in air transport #WorldWildlifeDay

### Image/Video Resources



• You can find free-use wildlife images on many websites, including:

- [unsplash.com](https://unsplash.com)
- [pixabay.com](https://pixabay.com)
- [pxhere.com](https://pxhere.com)

➔ Be sure to check the usage rights and attribution requirements.

• ROUTES video:

<https://www.youtube.com/watch?v=eG45ug7sWoM>