



ROUTES Social Media Toolkit for International Tiger Day, World Elephant Day, and World Rhino Day 2021

Overview

International Tiger Day: July 29 2021

Hashtags: #WorldTigerDay #InternationalTigerDay

World Elephant Day: August 12 2021

Hashtags: #WorldElephantDay

World Rhino Day: September 22 2021

Hashtags: #WorldRhinoDay

ROUTES & UFW campaign hashtag: #ItDoesntFlyWithUs (we welcome your use of this hashtag when posting anything about your work with ROUTES or UFW)

ROUTES Handles: @ROUTESPartners (Twitter) @ROUTESPartnership (Facebook)

ROUTES Contact: cressida.stevens@traffic.org

How ROUTES Partners Can Participate

International Tiger Day, World Elephant Day, and World Rhino Day are important milestones for encouraging worldwide awareness and action for the protection of endangered species. These days provide opportunities for ROUTES partners to help raise awareness of wildlife and environmental conservation and show how action from the air transport sector is helping to ensure the survival of many of the world's most iconic species.

As the world and the aviation industry face the impacts of COVID-19, these global awareness days also offer opportunities to share a positive message to the public. Demonstrating commitments to prevent wildlife trafficking helps to underscore the important role that air transport companies play in reducing biodiversity loss.



Companies can use this toolkit to help share content on their social media channels, blogs, websites, and other communications channels. Please [contact ROUTES](#) to discuss other awareness-raising opportunities and visit routespartnership.org to access awareness resources.

Key Messages

- Environmental conservation is a shared responsibility
- The transport sector has an important role to play in helping to protect the environment and endangered wildlife
- Wildlife trafficking is a global issue that exploits and increases risk in the air transport sector
- There is a global collaborative effort underway across governments, international and national organizations, local communities, private sector, and philanthropic entities to combat the illegal trade in wildlife
- Alongside the ROUTES Partnership, the transport industry is working to help combat wildlife trafficking in global supply chains

Wildlife Trafficking Awareness Statistics

General

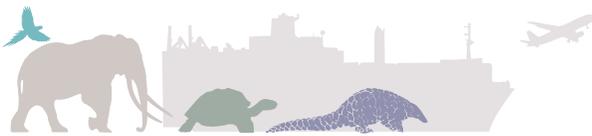
- More than 6,000 species are affected by illegal wildlife trade (source: UNODC)
- More than 5.5 million animals and animal products have been seized in air transport since 2009 (Source: ROUTES Dashboard)
- Between 2019 and 2020, more than one million animals and animal products were seized in the air transport sector (Source: ROUTES Dashboard)
- Since 2009, there have been more than 2,000 wildlife seizures reported in air transport, about four seizures a week (Source: ROUTES Dashboard)
- Wildlife trafficking instances in air transport have been reported in more than 130 countries (Source: In Plane Sight)

Tigers

- Tigers are the largest wild cats on earth
- Tigers are a critical part of cultures and ecosystems
- Tiger parts such as furs, claws, bones and teeth are traded for decorative and medicinal use
- Fewer than 3,900 tigers are estimated to be left in the wild (Source: TRAFFIC)
- Approximately 110 tigers a year enter the illegal trade chain in 13 Asian countries (Source: TRAFFIC)
- Between 2010 and 2020, there were 512 seizures that involved tigers and tiger parts (Source: TRAFFIC)

Elephants

- Native to Africa and Asia, elephants are the largest land mammals on earth
- The most urgent threat to elephants is large-scale poaching to supply the illegal ivory trade
- 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 45,000 kg (nearly 10,000 pounds) of ivory have been seized in airports since 2009 (Source: ROUTES Dashboard)

Rhinos

- Rhinos are large herbivores native to Africa and Asia
- There are fewer than 100 Sumatran rhinos and Javan rhinos in existence, making them among the most threatened large mammals on the planet (Source: IUCN Red List)
- The most pressing threat to rhinos is poaching for their horn
- 594 rhinos were poached in South Africa in 2019 (more than 11 rhinos a week) (Source: South Africa DFFE)
- Approximately 2,900 kg (more than 6,400 pounds) of rhino horn have been seized at airports since 2009 (Source: ROUTES Dashboard)
- Since 2009, there have been 185 seizures of rhino horn in air transport, across 29 different countries (Source: ROUTES Dashboard)

For more information on wildlife trafficking in your country or region, visit the ROUTES website and Dashboard: <https://routespartnership.org/>

Sample Tweets:

Tag @ROUTESPartners for ROUTES to see and share your content. Include links to your websites, CSR pages, or the ROUTES website for more information.

International Tiger Day:

- Wildlife conservation is a shared responsibility. We're proud to work with @ROUTESPartners to combat wildlife trafficking in aviation and help protect tigers from illegal trade. #WorldTigerDay
- Happy #WorldTigerDay! Today we're celebrating tigers and the important role that aviation can play in helping protect wildlife.
- Today we're celebrating International Tiger Day! Tigers are the largest wild cats and are important to ecosystems and cultures. Learn more about how [\[Insert your company's name\]](#) is working with @ROUTESPartners to protect tigers from illegal trade.
- Happy #WorldTigerDay! [\[Insert your company's name\]](#) is proud to be working with @ROUTESPartners to combat wildlife trafficking in aviation and help protect tigers from illegal trade.
- Protecting wildlife is crucial for a sustainable future. We're proud to work with @ROUTESPartners to help #EndWildlifeTrafficking and protect tigers for generations to come. #WorldTigerDay



World Elephant Day:

- This #WorldElephantDay join us in celebrating elephants – the largest land mammals on earth. We’re proud to work with @ROUTESPartners to take a stand against wildlife trafficking and protect elephants from the illegal ivory trade.
- Wildlife conservation is a shared responsibility. We’re proud to work with @ROUTESPartners to take action to protect #elephants by strengthening our efforts to combat wildlife trafficking #WorldElephantDay
- Happy #WorldElephantDay! [Insert your company’s name] is proud to be working with @ROUTESPartners to combat wildlife trafficking in aviation and help protect elephants from illegal trade.
- Happy #WorldElephantDay! Today we’re celebrating elephants and the important role that aviation can play in helping protect wildlife.
- Protecting wildlife is crucial for a sustainable future. We’re proud to work with @ROUTESPartners to help #EndWildlifeTrafficking and protect elephants for generations to come. #WorldElephantDay

World Rhino Day:

- The most urgent threat to #rhinos is poaching for their horn. We’re working with @ROUTESPartners to help #EndWildlifeTrafficking in air transport. #WorldRhinoDay
- The transport sector has an important role to play in protecting rhinos for generations to come. We are proud to work with @ROUTESPartners to help combat wildlife trafficking in aviation. #WorldRhinoDay
- Happy #WorldRhinoDay! [Insert your company’s name] is proud to be working with @ROUTESPartners to combat wildlife trafficking in aviation and help protect rhinos from illegal trade.
- Approximately 3 tonnes of rhino horn have been seized at airports since 2009. We’re working with @ROUTESPartners to help #EndWildlifeTrafficking in air transport. #WorldRhinoDay
- Happy #WorldRhinoDay! Today we’re celebrating tigers and the important role that aviation can play in helping protect wildlife.

ROUTES

Reducing Opportunities
for Unlawful Transport of
Endangered Species



Sample Facebook/LinkedIn Posts:

Tag @ROUTESPartnership for ROUTES to see and share your content. Include links to your websites, CSR pages, or the ROUTES website for more information.

International Tiger Day:

- Happy #WorldTigerDay! Did you know that tigers are the largest of all wild cat species? We're proud to work with the @ROUTESPartnership to help combat wildlife trafficking in transport supply chains and protect tigers for generations to come.

World Elephant Day:

- Environmental conservation is a shared responsibility. This #WorldElephantDay, and every day, we're proud to work with the @ROUTESPartnership to help combat wildlife trafficking in transport supply chains and protect elephants for generations to come

World Rhino Day:

- Rhinos are some of the most iconic animals on earth, but poaching for the illegal rhino horn trade threatens their survival. We're proud to work with the @ROUTESPartnership to combat wildlife trafficking and help protect wildlife for generations to come. #WorldRhinoDay

Free Use Images:

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

unsplash.com

pixabay.com

pxhere.com

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

If you have questions about the materials provided in this package, please contact traffic@traffic.org



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FROM THE AMERICAN PEOPLE



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TRAFFIC
the wildlife trade monitoring network



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