



ROUTES Partners Communications Toolkit for World Pangolin Day 2021

Overview:

Date: 20 February 2021

Hashtags: #WorldPangolinDay #PangolinsDontFly

Sponsor Handles: @ProjectPangolin (Twitter) @WorldPangolinDay (Facebook)

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

Website: <http://worldpangolinday.org/>

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About World Pangolin Day:

World Pangolin Day is celebrated on the third Saturday in February. This year, February 20 will be the tenth annual World Pangolin Day – a great opportunity for public and private sectors to raise awareness about these unique mammals threatened by wildlife trafficking. More information about World Pangolin Day can be found here:

<https://www.pangolins.org/world-pangolin-day/>

How Your Organization Can Participate:

As partners of the USAID Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) Partnership, you can celebrate these incredible species on World Pangolin Day and share how you are helping protect them for future generations. ROUTES encourages partners to consider including pangolin content on your websites, in your blogs, and on your social media channels.

Below are pangolin facts, images, suggested social media posts and other resources for World Pangolin Day. Let's raise awareness together – be sure to tag ROUTES in your social media posts or images so we can help spread your content!

Pangolin Facts:

About pangolins

- Pangolins have a very shy nature and are the only mammals covered from head to toe in scales
- There are a total of eight species of pangolin, four are native to Asia and four are native to Africa. All eight species are listed as Vulnerable, Endangered or Critically Endangered
- One adult pangolin can eat 70 million insects each year.
- They perform important ecological services; their feeding habits help control pests, and by creating burrows they aerate the soil, encouraging growth of crops and other plants.
- When threatened, pangolins roll up into a ball, using their scales like armor. This defense can even protect them from large predators, like lions.

Pangolin trafficking

- Pangolins are considered the world's most trafficked mammal
- Approximately one pangolin is poached from the wild every 5 minutes (African Pangolin Working Group)
- China and Viet Nam are the two primary consumer markets for pangolins where their scales are in demand for medicinal use and their meat is eaten as a delicacy
- 97 tons of pangolin scales (more than 150,000 pangolins) were trafficked from Africa in 2019 (source: African Pangolin Working Group)
- One million pangolins are estimated to have been poached in the last decade (TRAFFIC)
- More than 26,967 kg of pangolin parts were seized at airports in 27 countries between 2010 and 2020 (ROUTES Dashboard).

Sample World Pangolin Day Tweets:

1. Wildlife conservation is a shared responsibility. [your company] is taking action to protect #pangolins by strengthening efforts to combat wildlife trafficking in air transport #WorldPangolinDay #PangolinsDontFly
2. A pangolin is poached from the wild approximately every 5 minutes. We're working with @ROUTESPartners to help keep pangolins in their habitat where they belong. #WorldPangolinDay #PangolinsDontFly
3. The transport sector has an important role to play in protecting pangolins for generations to come. #WorldPangolinDay @ROUTESPartners
➔ Find out more: <https://routespartnership.org/>
4. Pangolins can defend themselves from predators by rolling up into a ball, using their scales like armor. But this doesn't protect them from human poachers. We're working with @ROUTESPartners to protect pangolins and keep them grounded #PangolinsDontFly #WorldPangolinDay

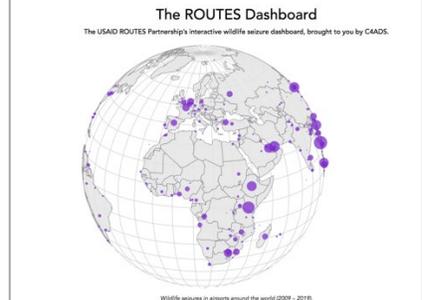
- Happy #WorldPangolinDay! Pangolins are the world's most trafficked mammal. We're working hard to rescue these relatively unknown animals from the illegal trade #PangolinsDontFly @ROUTESPartners
- Did you know that #pangolin tongues are often longer than their bodies? They use them to catch up to 200,000 insects a day. #WorldPangolinDay @ROUTESPartners @ProjectPangolin <https://www.youtube.com/watch?v=a2qpzzBsY4>

Sample World Pangolin Day Facebook/LinkedIn Post:

- It's #WorldPangolinDay! Pangolins can defend themselves from predators by rolling up into a ball, using their scales like armor. But this doesn't protect them from human poachers: pangolins are the world's most trafficked mammals. We're working with @ROUTESPartners to protect pangolins and keep them grounded #PangolinsDontFly #WorldPangolinDay
- Happy #WorldPangolinDay! Pangolins are native to Asia and Africa and are sometimes called "scaly anteaters" or "walking artichokes" because of their unique scaly armor. Learn how we're working with the @ROUTESPartnership to help protect this species from smuggling and illegal trade. #PangolinsDontFly <https://routespartnership.org/>
- An African pangolin is taken from the wild approximately every 5 minutes. Their scales are highly sought after for use in Southeast Asia for traditional medicines, despite being made of keratin, like our fingernails. Learn how the transport sector is playing its part to stop pangolins reaching the illegal market this #WorldPangolinDay. @ROUTESPartners <https://routespartnership.org/>

Photos and other resources:

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| | <ul style="list-style-type: none"> Pangolins in air transport infographic: https://drive.google.com/open?id=15Aui7oXupvgWvllGAgluQW4m3He7ZVza |
| | <ul style="list-style-type: none"> Pangolins awareness infographic https://drive.google.com/open?id=1wR92eNRkwuDDvTb2N88duoCj8nj-zQf1 |

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|  <p>The ROUTES Dashboard The USAID ROUTES Partnership's interactive wildlife seizure dashboard, brought to you by CAADS.</p> <p>Wildlife seizures in airports around the world (2009 - 2016)</p> | <ul style="list-style-type: none"> • ROUTES Dashboard http://www.routesdashboard.org/ <p>To filter for pangolin data in the ROUTES Dashboard, select "Dashboard" on the left-hand side and select "Pangolin" from the "Category" dropdown.</p> |
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For More Information on Pangolins:

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| TRAFFIC report: The Global Trafficking of Pangolins 2000-2015: | https://www.traffic.org/publications/reports/the-global-trafficking-of-pangolins/ |
| USAID Wildlife Asia Pangolin Species Identification Guide | https://www.usaidwildlifeasia.org/resources/pangolin-species-identification-guide/pangolin-id-guide-medium-res-final-11nov2017.pdf/view |
| African Pangolin Working Group | https://africanpangolin.org/ |
| IUCN Pangolin Specialist Group | http://www.pangolinsg.org/ |
| WWF Pangolins Page | https://www.worldwildlife.org/species/pangolin |
| TRAFFIC Pangolins Page | https://www.traffic.org/what-we-do/species/pangolins/ |
| UNODC World Wildlife Crime Report 2020 | https://www.unodc.org/documents/data-and-analysis/wildlife/2020/WWLC20_Chapter_4_Pangolin.pdf |



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