

CASE STUDIES

2019 HIGHLIGHTS



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CAMBODIA

Endangered turtles and tortoises are saved and protected, while judiciary actions are taken against large-scale wildlife traders

Abstract:

The project aims to disrupt illicit supply chains of wildlife from source to market by leveraging civil society partnership to increase the effectiveness of Government action. To achieve this objective, the work in Cambodia focusses on strengthening the protection of freshwater turtle source sites in Sre Ambel and Mekong rivers, enhancing enforcement against traffickers, increasing community participation in turtle protection and conservation, and improving the livelihood security of villagers in these two source areas.



Turtles hatchlings at Sre Ambel river site

Turtles release at Sre Ambel river site

Context:

Freshwater turtles and tortoises are being driven to extinction as a result of illegal trade, with certain Asian species commanding a higher price per/kg than even rhino horn. These species are in demand primarily in China as pets, for traditional Chinese medicine, for meat, and increasingly now as long-term financial investment.



Cambodia supports globally significant populations of a number of highly threatened turtles, now largely restricted to intact wetlands in the Mekong and Sre Ambel river systems. Logically, Cambodia has become a source for the illegal trade of turtles, but is also a transit country for turtle trafficked from Thailand and beyond on to Viet Nam and PR China.

Objectives:

- 1** To enhance protection in key source sites for endangered species of Asian freshwater turtles
- 2** To increase effectiveness of law enforcement and justice sectors to combat wildlife and turtle trafficking
- 3** To increase transboundary coordination to combat wildlife trafficking especially with China
- 4** To reduce preference for illegally sourced products of turtle and tortoise species

Highlights:

53 TURTLE NESTS protected by community members from nearby villages as part of negotiated conservation agreements, and resulting in 1,035 successful hatchlings of endangered turtles

205 DAYS OF JOINT PATROLLING carried out at source sites, covering over 546 km largely on boat along the Sre Ambel and Mekong river systems. As a result of increased intensity of patrolling, the level of threat/per km has been reduced 10-fold compared to its level prior to project implementation

443 HOUSEHOLDS participating in and benefitting from livelihood development activities: incentive for nest protection, patrolling, aquaculture, vegetable gardening, etc.

2,259 INFORMATION REPORTS recorded or received through the wildlife crime hotline and other sources

69 RAID AND RESCUE OPERATIONS conducted against illegal turtle and tortoise traders, with 36% of those cases resulting in legal action against the perpetrators



Joint patrolling on boat along Sre Ambel river

Testimonial:

On 17th October, following a long investigation involving informants about a large-scale trader operating in Sihanoukville province, and in collaboration with local law enforcement agencies, a project team searched the house of a suspected trader. During the search, the Wildlife Rapid Rescue Team (WRRT) found and rescued 214 live turtles and tortoises (4 Asian Box Turtles, 128 Asian Leaf Turtles and 82 Elongated Tortoises), 16 live monitor lizards, and other live and dead wildlife items. The following day, the perpetrator was issued a transactional fine of 39,405,000 KHR, or nearly US\$10,000, which he refused to pay, therefore the case went to the court with prosecution ongoing.

Mr. Chann Sopheap, the Chief of Endangered Species of the Fisheries Administration, said of this case:

"It sent a strong signal to other wildlife traders in the area, as this was exemplary operated, and that scared them. All authorities congratulated us on this job, including the local ones. All turtles that were confiscated are on the IUCN Red List of Threatened Species, so I am happy about this rescue. I believe that our work is and will help to decrease the illegal trade of turtles and tortoises and therefore, that we will see an increase of their population in Cambodia."



MYANMAR

2019

Community members join force with law enforcement officers at key source site to protect Asian elephants and mitigate human-elephant conflicts

Abstract:

The project aims to disrupt illicit supply chains of wildlife from source to market by leveraging civil society partnership to increase the effectiveness of Government action. To achieve this objective, the work in Myanmar focusses on enhancing elephant protection in a regionally important site, the Rakhine-Yoma Elephant Range (RYER). Project partners are enhancing local awareness and participation in conservation, increasing strategic protection through community forest guardians, and coordinate closely with government elephant protection teams. Partners aim to reduce human-elephant conflict (HEC) and combat wildlife crime, whilst supporting improved livelihood security around RYER.



HEC mitigation in action in villager's field

Context:

In recent years, there has been a dramatic increase in commercial poaching of Asian elephants in Myanmar due to market demand for elephant skin and other parts in neighbouring countries, particularly China. At least 59 elephants were killed in 2017. Elephant poaching is organized by groups of hunters supported by international smugglers. Another threat is habitat degradation, which also leads to increased human-elephant conflict. The Rakhine Yoma Elephant Range (RYER), in the western coastal area of Myanmar, is a regionally important source site for elephants, and a strategic area for combating elephant trafficking. It has recently been proposed as a flagship site for 'Monitoring the Illegal Killing of Elephants (MIKE)' - the CITES-led site-based system designed to monitor trends in the illegal killing of elephants, build management capacity and provide information to help range states make appropriate management and enforcement decisions. A designation of RYER as 'MIKE site' would only strengthen further the elephant protection activities underway.

Objectives:

- 1** To enhance protection activities in Rakhine Yoma Elephant Range Wildlife Sanctuary (RYER), a key site for Asian elephants in the region
- 2** To reduce Human-Elephant Conflict (HEC) in the vicinity of RYER through the participation of local communities
- 3** To increase transboundary coordination to combat wildlife trafficking especially with China

Highlights:

0 ELEPHANT CARCASS inside RYER, a key source site for Asian elephants in Myanmar

269 DAYS OF JOINT PATROLLING by three specialist Elephant Protection Units inside RYER, covering over 3,000 km largely on foot in thick tropical forest. The EPU's are a combined team of RYER's patrol staff and community guardians who live around RYER

666 HOUSEHOLDS from 6 villages benefitting from the interest generated by a revolving fund jointly administered by community representatives and the project's partner RCA

13 VILLAGES affected by elephant incursions nearby RYER received support and made aware of the contingency plan on how best to reduce and mitigate conflict

22 VILLAGES participating in a local community network to combat illegal wildlife trade and forest crime through sharing of information



Joint patrolling using domesticated elephants inside RYER

Testimonial:

U Saw Win is a Park Warden of RYER where he patrols regularly jointly with members of nearby communities. Together they form the Elephant Protection Units (EPU's). During a monthly meeting to review patrol results and plan future operations, he said:

"The main threat to RYER is illegal poaching and our main challenge is to protect endangered species, including the Asian Elephant. I am very pleased with WCS and EU support for regular SMART patrolling for the protection of elephant and their habitat in RYER Wildlife Sanctuary. Without such long-term technical and logistical support, we would not be able to fulfil our main task - which is the protection of this sanctuary - due to limited numbers of patrol staff and resources."



MALAYSIA

2019

Community members join force with law enforcement officers to protect tigers at key source site and combat illegal wildlife trade

Abstract:

The project aims to disrupt illicit supply chains of wildlife from source to market by leveraging civil society partnership to increase the effectiveness of Government action. To achieve this objective, the work in Malaysia focusses on enhancing tiger protection in a regionally important site, the Endau-Rompin Landscape. Project partners support multi-agency patrolling in the protected area and pilot collaborative initiatives such as community-led patrolling and key informant networking in the landscape, which empower communities and help them to contribute to the protection of the biodiversity of their traditional lands. Partners also work on combatting the illegal wildlife trade online through the promotion of a secure wildlife crime hotline.

Context:

As its neighbors, Malaysia suffers from Asia's insatiable appetite for wildlife. In particular, the Endau-Rompin Landscape, one source site in Malaysia where tigers still have a good chance of survival, is under great threat from poaching and extraction. Law enforcement agencies often lack manpower, equipment and experience in conducting anti-poaching operations strategically and efficiently. Meanwhile, local communities are poorly engaged in anti-poaching effort, by lack of capacity, resource and trust with government entities. Nationwide, public awareness of illegal wildlife and exotic pet trade remains at a minimal level.



Tiger individual TMA07 photo-captured inside ERL



Promotion of the Wildlife Crime Hotline

Objectives:

- 1 To increase patrol efforts and the impacts of the patrolling in the Endau-Rompin Landscape, a key source site for endangered tigers in the region
- 2 To improve information and intelligence sharing among relevant agencies, partners, and targeted community members
- 3 To promote public use of the wildlife crime outline to counter wildlife trafficking

Highlights:

152 PATROLS combining multi-agency and community patrols carried out at source site conducted mainly on foot and covering over 4,797 km. Enhanced patrolling operations resulted in a 5-fold increase in the number of teams deployed and the capture of 20 nationals and foreigners arrested for various wildlife and forest crimes

145 INTELLIGENCE/INFORMATION from community patrolling and local networks recorded in SMART module and database for further wildlife crime analysis

56 INFORMATION REPORTS received through the wildlife crime hotline; shared with law enforcement agencies, some resulted in enforcement actions including seizure, arrest and prosecution

1 NEW NETWORK formed between NGOs, the Pan-Peninsula Incursion Analyst Network (PIAN), to share information and jointly improve field operation protocols and analysis methods



Pictures from camouflaged poach cam set up at ERL entry points to capture incursion



Seizure following an OBK operation



Mr. Zul Sangka guiding his patrol team

Testimonial:

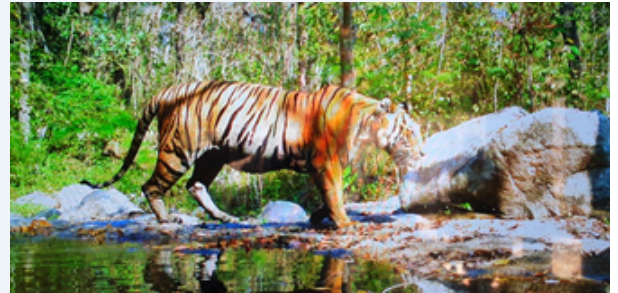
Mr. Zul Sangka is a villager from Kg. Peta, nearby ERL in Johor State. For over a decade he has observed increasing signs of poaching as he ventures in the forest to catch fish and frogs and collect other non-timber forest products: *"We have to avoid certain areas as there are so many poachers from Malaysia but also Thailand, Cambodia and Vietnam in the forest; we are worried that they may attack us as we hear some of them have firearms. We did not report to the authorities because they seldom took action. When they tried, they could not find them as they do not know the area well".* In November 2019, he participated in the first operation of the revamped patrolling system OBK, after receiving training on how to conduct patrol and gather information on poachers. He continues: *"I was glad to share my knowledge of the area and guide the teams to where the poachers were. I feel safe because there were armed personnel in the team. The patrol that I joined arrested a poacher and I am proud that my knowledge and skills led to the arrest. I hope there will be more operations like this in the future so the people of my community can look for forest products without worrying about our safety. I am excited to be involved in the patrols around my village because I am confident that, with the help of OBK, we will be able to arrest more people. With less poaching activity, there will be more wildlife and I believe it will benefit ecotourism in my village and provide alternative income for my livelihood".*

THAILAND

Civil society rallies ethnic Karen communities in key conservation areas and mobilize women to support the Government's tiger protection system

Abstract:

The project aims to disrupt illicit supply chains of wildlife from source to market by leveraging civil society partnership to increase the effectiveness of Government action. To achieve this objective, the work in Thailand focusses on maintaining a robust tiger protection system in three geographically connected wildlife sanctuaries of the Western Forest Complex. Moreover, the project engages with Karen ethnic communities located inside the complex, in particular women, providing them with marketing support in the production of local artisanal goods. The aim is, by creating a new level of trust and mutual understanding, to mobilize community support to tiger conservation. Elsewhere, the project also contributes to pilot intelligence-led approaches to identify, track and disrupt criminals seeking high value tree species such as Siamese rosewood inside Thap Lan National Park in eastern Thailand.



Tiger individual photo-captured inside Wefcom



Seized plank of Siamese rosewood



Joint SMART training for forestry students and rangers

Context:

93% of tiger rangeland across Asia have been lost, and over recent years, tigers have become extinct in some countries of the Mekong region, aided by poaching and trafficking syndicates that feed the insatiable demand for tigers and their products. The Western Forest Complex (Wefcom) in Thailand is among the most important sites globally; it also contains key habitats for many other endangered species. Protecting tigers in three wildlife sanctuaries at the core of Wefcom is thus critical to the health of the global tiger population. Similarly, the demand in China for furniture and decorative items made from Siamese rosewood and the high price they command have led to an epidemic of illegal logging and timber trafficking. Thap Lan National Park is now at the frontline for the protection of this precious timber tree species; it is facing significant pressure from logging groups from across the border in Cambodia, organized and aided by Thai and Chinese middlemen.

Objectives:

- 1 To enhance protection in three wildlife sanctuaries of the Western Forest Complex, a key source site for endangered tigers in the region
- 2 To form and support the deployment of smart, joint patrol teams to detect and prevent threats to wildlife and habitats
- 3 To develop and use intelligent approaches to deter poaching and trafficking of Siamese rosewood
- 4 To rally Karen ethnic communities around tiger conservation by supporting local, sustainable production of traditional handicraft products and the expansion of market opportunities

Highlights:

OVER 39,000 KM covered by SMART patrolling in all four project sites combined, including by teams combining national rangers and members from Karen communities in WEFCON. As a result, the level of threat encountered per km patrolled has been reduced to 25% of what it was in 2017, to a minimal level

26 SUSPECT TIMBER POACHERS arrested including five inside TLNP, through the use of near-real time anti-poaching trail cameras strategically placed at 143 locations along the park's edges. They could be stopped prior to engage in cutting valuable rosewood timber

OVER 2,500,000 THB INCOME generated for 102 Karen households through support to the production of handicraft and marketing of products

13 COMMUNITY AGREEMENTS with Karen communities in and around project sites revised and implemented participatively



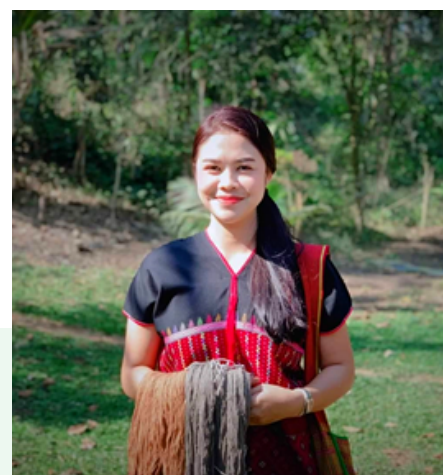
At the SMART Patrol operations centre, monitoring anti-poaching trail camera used to detect incursion

Testimonial:

The "JoMPA Woven Community Enterprise in WEFCON" initiative was established to support income generation for women from Karen ethnic communities living in the area. Initially, it targeted four families; currently with the support of the European Union, it has expanded to 44 families. Its aim is to support women in the design, development and marketing of locally-made natural and artisanal products with more variety and higher quality; at present, it focusses on the promotion of traditional hand-woven cloth and organic herbs. Ms. Muu Nor Wa, a leader in this initiative, facilitates her group's discussions on how to expand the handicraft clothes production and improve access to new markets, including online. She sees it as an opportunity not only to empower her group members but also to build her community's engagement to conserve both tigers and the local Karen culture. She also noted that the support provided to village-based income generation activities reduces her community's exploitation of non-timber forest products extracted from the wild.



At a JoMPA weaving centre



"We would like to thank the support from SNF and the EU that helps my group to expand and my community to preserve the beautiful tradition of Karen-weaving in use in our families."

Ms. Muu Nor Wa, JoMPA group leader

LAO PDR

2019

Civil society supports Lao authorities with intelligence information on trafficking of wildlife, helping to rescue endangered species and enforce legal action against offenders

Abstract:

The project aims to disrupt illicit supply chains of wildlife from source to market by leveraging civil society partnership to increase the effectiveness of Government action. To achieve this objective, the work in Lao PDR focusses on increasing the effectiveness of law enforcement and private sector responses to wildlife trafficking occurring in and through the country. The project seeks to increase public reporting of wildlife crimes through an accessible hotline and information reporting system, and enables the mandated law enforcement agencies to better respond to wildlife crime cases through technical guidance and support from civil society.

Context:

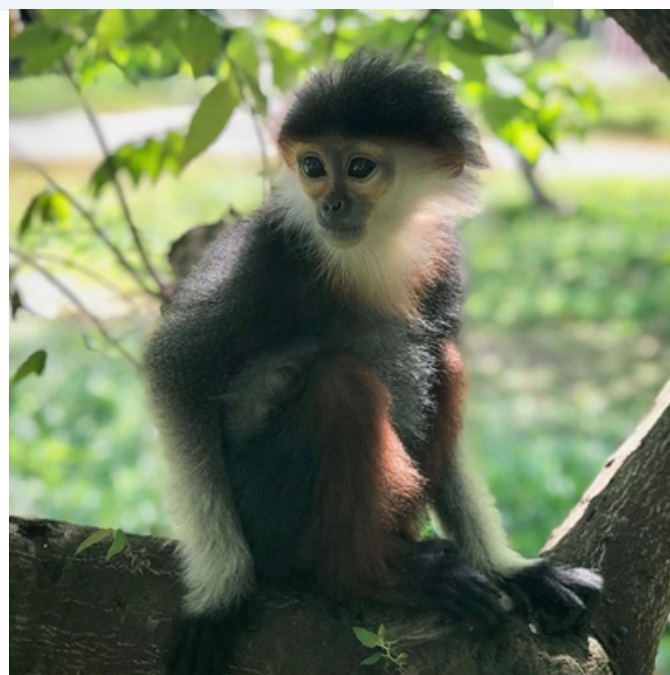
In recent years, and despite increased efforts by the Government of Lao PDR to implement its CITES obligations and commitments to address illegal wildlife trade, governmental responses to combat wildlife trafficking have been continuously hindered by insufficient capacity, lack of information and weak coordination among law enforcement agencies, and with those of neighboring countries. Lao PDR, as it shares borders with Thailand, Viet Nam and China, has been identified as an important source, transit and destination country for wildlife trafficking – with a growing ivory and wildlife market for transiting Chinese consumers and travelers, and increasing reports of tigers and other wildlife being trafficked to Viet Nam from and through Lao PDR.

Objectives:

- 1 To increase effectiveness of law enforcement responses to illegal wildlife trade through capacity building and intelligence analysis support
- 2 To promote transboundary cooperation in tackling wildlife trafficking between Lao PDR and neighboring countries, in particular Vietnam



Lao media coverage of the EU Action launch



"Princess", rescued endangered Red-shanked Douc Langur

Highlights:

- 127 INTELLIGENCE/INFORMATION reports coming from the wildlife crime hotline, key informants and investigation trips to wildlife trade 'hotspots'
- 37 INTELLIGENCE PRODUCTS on trafficking networks of target species shared with law enforcement agencies at national and provincial levels
- 8 CRIMINAL CASES involving target species launched as a result of project partners interventions, with two legal prosecutions by judicial authorities completed successfully
- 2 COOPERATIVE ACTIONS to coordinate CWT enforcement between Lao PDR and Vietnam's mandated agencies underway through a series of political dialogues and technical exchanges



The Law Enforcement Coordination Conference



Bilateral meeting btw. Lao's Dpt. of Forest Inspection and Vietnam's Forest Protection Dpt.

Testimonial:

Late October 2019, the project partner Lao Conservation Trust for Wildlife (LCTW) received a tip-off on its Facebook hotline page about a Red-shanked Douc Langur, an endangered and legally protected species, being kept for trade in a village in Champassak province. The information was verified and corroborated by WCS through a Vietnamese key informant. In liaison with the Department of Forest Inspection at central level, the Provincial Office for Forest Inspection (POFI) got alerted. With technical assistance in handling the case from LCTW and WCS, provincial officers moved in and confiscated the langur, while a no-re-offense warning was issued to the offender. Upon completion of all paperwork, the young female individual, named "Princess" was handed over to LCTW and brought back to its Wildlife Rescue Centre in Ban Keun, Vientiane Province. She is now thriving there alongside a similarly aged Indochinese Grey Langur named "Frida".

In the aftermath of this collaborative action, Mr Khamhu Mukdara, Head of Champassak Provincial Office of Forest Inspection (POFI), said:

"On behalf of the Provincial Forest Inspection, I wish to express my deep gratitude and appreciation to the European Union, WCS and LCTW for the support and assistance in the rescue of this infant langur in Paksong district. In the future, we hope that Champassak Forest Inspection will continue to receive technical assistance and implementation support to combat illegal wildlife trade in our province."



VIETNAM

2019

Law enforcement officers and journalists at illegal wildlife trade 'hotspots' upgrade their capacities and connections to dismantle wildlife trafficking networks

Abstract:

The project aims to disrupt illicit supply chains of wildlife from source to market by leveraging civil society partnership to increase the effectiveness of Government action. To achieve this objective, the work in Vietnam focusses on increasing cooperation and joining forces between law enforcement agencies, NGOs and the media to dismantle wildlife crime networks. The project leverages intelligence support from civil society together with provision of capacity building activities and on-the-job support, to increase the effectiveness of law enforcement and justice sectors in charge of combatting wildlife trafficking.

Context:

Wildlife trafficking is devastating species populations across the globe, especially in Southeast Asia. As a consequence, Vietnam has lost several iconic species, including rhinos and tigers. Vietnam is also identified as both a transit and destination country in a number of major routes for illegal wildlife trade. Demand for tigers and their products is greatest from Vietnamese and Chinese consumers, with Vietnamese tiger poaching and trafficking syndicates operating as far afield as Thailand and Malaysia. Besides tigers, Vietnam is also a transit and destination country for illegal trade of fresh water turtles which is becoming one of the most globalized and lucrative supply chain, with certain Asian species commanding a higher price per/kg than even rhino horn.



Turtle for sale at a stall in Thanh Hoa market, Long An Province

While law enforcement is the most effective and strategic tool to handle wildlife trafficking, the enforcement officers mandated to combat poaching and trafficking often have insufficient resource and capacity to enforce laws and policies related to wildlife protection; in reality, they often benefit from the mobilization of resources from civil society, including local communities, NGOs and media, correlated with higher rates of arrest and conviction for wildlife trafficking cases.

Objectives:

- 1** To increase the quality and quantity of intelligence generated by local journalists and NGOs on poaching and trafficking of wildlife including tiger, Asian elephant and freshwater turtles
- 2** To increase the number of enforcement actions on illegal trade of the project's target species in and/or related to Vietnam through civil society, academia and media leverage
- 3** To collect field evidence for policy advocacy on wildlife protection and against illegal wildlife farming and trade

Highlights:

35 PROSECUTORS with working stations in provinces identified as 'hotspots' for illegal trade of turtle and tiger parts, trained with knowledge and skills to investigate, prosecute and adjudicate wildlife crime

1 NEW NETWORK of committed and vetted law enforcement officers formed to facilitate better exchange of information and experience in handling local wildlife-related violations

OVER 250 NEWS AND ARTICLES related to wildlife trade posted in the Wildlife Trade Column of the environmental website ThienNhiem.Net which attracts on average ~60,000 visits per month

11 INTELLIGENCE ANALYSIS produced based on information from key informants and a series of field and media investigation trips to wildlife trade 'hotspots' across the country

Testimonial:

Dr. Nguyen Duc Hanh is the Vice Rector of Hanoi Procuratorate University (HPU) and a prosecutor himself. He has engaged in a large number of international and national collaborations to strengthen law enforcement on wildlife crime in Vietnam that involves non-government organizations. A leader and an educator, Hanh understands the importance of timely and strategic capacity building for both in-service and pre-service prosecutors to ensure the constant learning and upgrading of knowledge and skills to handle the growing wildlife crimes.

"Wildlife-related crimes are becoming increasingly sophisticated. Vietnamese laws have recognized it as a serious crime and our enforcement agencies have identified wildlife-related criminal cases that are organized and transnational. This requires law enforcement officers to constantly improve their capacity and enhance information exchange to ensure that no violation is missed and roots of crime syndicate are identified and solved."



"The more I work to build capacity for law enforcement officers in Vietnam, not only prosecutors but also police and judges, the better I realize that it is important to specifically design training for handling wildlife crimes. In these training, we have to engage multi-disciplinary stakeholders who involve in process of tackling the crimes, including non-government and international actors who are committed to the fight against wildlife crime and have their own well-developed methods to tackle it. That multi-disciplinary approach helps to enrich everyone's knowledge and understanding and in the end, it will increase the overall capacity of law enforcement agencies."

Dr. Nguyen Duc Hanh, Vice Rector of Hanoi Procuratorate University (HPU)



Prosecutors visiting the Carnivore & Pangolin Conservation Program (CPCP) in Cuc Phuong National Park



PR CHINA

2019

Online search engines and e-commerce platforms join force in partnership with civil society to tackle the scourge of illegal wildlife trafficking and consumption

Abstract:

The project aims to disrupt illicit supply chains of wildlife from source to market by leveraging civil society partnership to increase the effectiveness of Government action. To achieve this objective, the work in China focusses on the end market, aiming to reduce wildlife products offer and demand through a 3-fold strategy: (1) support to partnerships with private sectors to prevent and disrupt wildlife criminals using their services; (2) facilitation of international cooperation on wildlife and forest crimes between China and Mekong countries; and (3) reduction of intention to purchase products made from tiger, elephants and turtles using a behavioral science-based approach.

Context:

Research indicate that China is Asia's top market in wildlife trade. In recent years, with boom of e-commerce, online platforms have become the major market place for illegal wildlife products. While major Chinese internet companies openly attach great importance in tackling wildlife crime, their staff often lack of knowledge of wildlife law/s and policies, and are in need of further help to detect commonly traded endangered species in order to clean and better regulate their platforms. In addition to tackling online wildlife trafficking from the supply side by removing illegal information, there is also a pressing need to address the demand side, by increasing user's and consumer's awareness.

Objectives:

- 1 To increase effectiveness of government's law enforcers to combat wildlife trafficking by leveraging partnerships with targeted private sectors
- 2 To increase and improve responses by Chinese companies to information on wildlife crime facilitated by their services
- 3 To facilitate international cooperation on wildlife and forest crimes between China and countries of the Mekong region
- 4 To reduce intentions to purchase products made from tiger, elephants and turtles through a behavioral science-based approach



Highlights:

120 PROVINCIAL LAW ENFORCERS from northwestern and southwestern China trained in enhanced techniques and smart approaches to tackle wildlife crime

8 NEW MEMBERS from private sectors (e-commerce, search engine, social media and art and collection platforms) joined the Coalition to End Wildlife Crime Online

26 MILLION USERS of Sogou's search engine exposed to a campaign to raise awareness on illegal wildlife trade and wildlife crime

2 BILATERAL MECHANISMS to share information and coordinate enforcement action against wildlife crime initiated between PR. China and Cambodia and Myanmar respectively



Testimonial:

Mr. Xinfa Wang is Information Security Manager at Sogou, the second largest search engine in China. He benefited from a training that introduced to him the newest trends in wildlife cybercrime and the methods to use to detect and delete illegal trade information. He was glad to realize that he could help to combat wildlife trafficking by blocking illicit postings and jargons used in illegal trade from the searching engine's results.

Following the training, he said *"Our team has experience in dealing with illegal information related to high-profile topics such as national security and gambling, but we never realized that our work might also be vital for the survival of endangered species. Thanks to the wildlife crime prevention training provided, we learned about the plight of endangered wildlife caused by trafficking, and our capacity to deal with this issue has been greatly enhanced."*

Furthermore, he promised to engage more colleagues to join force in wildlife conservation. He also persuaded Sogou's public relations department to collaborate with IFAW in initiating the "Keep Wildlife Wild" campaign. For six days, the launching page of Sogou Search Engine app turned into a page featuring a species endangered by trafficking; as users click the animal picture, they were redirected to a 'sharing page' that could be shared via social media. The campaign won a daily page view of more than four million users.



Mr. Xinfa Wang, Information Security Manager of Sogou



Mr. Xinfa Wang reaching out to Sogou staff on how they can contribute to combat wildlife cybercrime



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