



Martin Harvey / WWF



15,000+ African elephants are killed each year to meet the demand for ivory



Only **3,900** tigers remain in the wild



In 2019 alone, **195,000** pangolins were trafficked for their scales

The Coalition unites tech companies across continents to combat illegal wildlife trade online

COALITION TO END WILDLIFE TRAFFICKING ONLINE

Advances in technology and connectivity, rising buying power, and demand for illegal wildlife products have increased the ease of exchange from poacher to consumer between continents. This combined has created largely unregulated online markets for criminals to sell illegally obtained wildlife products. Purchasing elephant ivory, tiger teeth and other live animals and products is as easy as click, pay, ship.

Fortunately, the world's biggest e-commerce, tech and social media companies have joined forces to shut down online marketplaces for wildlife traffickers. The Coalition to End Wildlife Trafficking Online brings together companies from across continents in partnership with conservation organizations WWF, TRAFFIC and IFAW for an industry-wide approach to end wildlife trafficking online.



COALITION TO END
WILDLIFE TRAFFICKING ONLINE

Is your company ready to stop wildlife trafficking?

- ✓ **Contact the team** to publicly join the Coalition & strive to follow its principles
- ✓ **Work with Coalition conveners** to develop an internal action plan with metrics to address specific wildlife trafficking threats on your platform
- ✓ **Deploy activities** that fit with your platform structure
- ✓ **Participate in Coalition meetings** to share best practices with Coalition members
- ✓ **Consider long-term actions** for sustained reduction in wildlife trafficking online

Policy harmonization



In-depth staff training



User education



Mobilizing citizen spotters



Machine learning enhancement



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