

**CO-CHAIRS' SUMMARY REPORT
ASEAN REGIONAL FORUM
WORKSHOP ON COMBATING WILDLIFE TRAFFICKING
TUARAN, SABAH MALAYSIA 30 MARCH-1 APRIL 2015**

INTRODUCTION

1. In conjunction with Malaysia's Chairmanship of ASEAN in 2015 and as part of Malaysia's commitment to the Hanoi Plan of Action to implement the ASEAN Regional Forum (ARF) Vision Statement, Malaysia and the United States of America co-hosted the ARF Workshop on Combating Wildlife Trafficking from 30 March 2015 to 1 April 2015 in Tuaran, Sabah, Malaysia. The Workshop was co-chaired by YBhg. Datuk Dr. Abdul Rahim Nik, Deputy Secretary General (Environment), Ministry of Natural Resources and Environment, Malaysia and H.E. Joseph Y. Yun, Ambassador of the United States to Malaysia.

2. The Workshop was attended by representatives from ARF Participating Countries namely from Australia, People's Republic of China, Indonesia, Lao People's Democratic Republic, Malaysia, Republic of Korea, Thailand, Timor Leste, Viet Nam, and United States of America. The Workshop was also attended by representatives from ASEAN Secretariat, Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) Secretariat, ASEAN-Wildlife Enforcement Network (ASEAN-WEN), International Criminal Police Organization (INTERPOL), United Nations Office on Drugs and Crime (UNODC), United States Fish and Wildlife Service (USFWS), TRAFFIC, Shark Savers, FREELAND, Wildlife Conservation Society, Wildlife Alliance and local government and non-governmental organisations. The List of Participants is attached as **ANNEX A**.

OPENING CEREMONY OF THE WORKSHOP

**Opening Remarks by The Honourable Datuk Seri Panglima Masidi Manjun,
Sabah State Minister of Environment, Culture and Tourism**

3. The Honourable Datuk Seri Panglima Masidi Manjun, Sabah State Minister of Environment, Culture and Tourism welcomed all delegates to Sabah and expressed his appreciation to the Honourable Dato' Sri Anifah Hj. Aman, Minister of Foreign Affairs, Malaysia for choosing Sabah as the host for the event. He was also honoured by the presence of Tan Sri Michelle Yeoh, Malaysia's International Ambassador for Orangutan Conservation as the guest speaker and her work in wildlife conservation in Sabah. He explained that in the case of the wildlife trafficking situation in Sabah, the Sunda Pangolin and Sumatran Rhinoceros would soon become extinct if there are no strategic measures being taken. He hoped that this workshop could enhance the trans-boundary collaboration in combating wildlife trafficking. He also thanked His Excellency Joseph Y. Yun, Ambassador of United States to Malaysia for the tireless effort in initiating and organizing the workshop.

Opening Remarks by H.E. Catherine A. Novelli, the Under Secretary of State for Economic Growth, Energy, and the Environment

4. H.E. Catherine A. Novelli, the Under Secretary of State for Economic Growth, Energy, and the Environment delivered her opening remarks by highlighting that illegal wildlife trafficking is a global problem that no country can solve in isolation. This workshop is the first ASEAN gathering after the adoption of the East Asia Summit (EAS) Declaration on Combating Wildlife Trafficking. The EAS declaration recognizes wildlife trafficking as a serious transnational crime and is a sign of strong commitment to combat wildlife trafficking in Asia and rest of the world. She emphasized that Asia being a region blessed with diverse terrestrial and marine biodiversity, requires protection from all parties around the world, with ASEAN playing a leading role in efforts to end wildlife trafficking. She continued to highlight the many wildlife species threatened by wildlife traffickers due to lucrative incomes generated from the illegal market, producing devastating impact on wildlife. She pointed out that wildlife crime also negatively affects local populations, as illegal traffickers contribute directly towards increasing crime rates, as well as affecting tourism revenues for the government. Due to linkages between wildlife trafficking, transnational organized crime and corruption, the penalties imposed should be similar to that of other serious transnational crimes. She then shared several examples of successful wildlife crime enforcement operations, for instance Operation Cobra, which proved that coordination and collaboration between multiple agencies and nations are essential to combat transnational wildlife trafficking. Finally, she emphasized that wildlife crime is a threat that we need to urgently address.

Opening Address by the Honourable Dato' Sri Anifah Hj Aman, Minister of Foreign Affairs, Malaysia

5. The opening address was delivered by the Honourable Dato' Sri Anifah Hj Aman, Minister of Foreign Affairs, Malaysia. He welcomed all delegates to Sabah and thanked the Government of the United States of America for co-chairing the event. He highlighted that Malaysia as the chairman of ASEAN and ARF this year, will address non-traditional security challenges that includes humanitarian assistance and disaster response, combating terrorism and extremism and wildlife trafficking. He stressed the serious implications of wildlife trafficking to the development, peace and security of the region and the world, which requires urgent integrated and multidimensional response. He also emphasized on capacity building, demand reduction, enforcement, awareness, and education effort to combat wildlife trafficking, in parallel with Malaysia's overarching theme of people-centred ASEAN.

Guest Speaker's Address

6. Tan Sri Michelle Yeoh, Malaysia's International Ambassador for Orangutan Conservation thanked the organizing committee of the Workshop on Combating Wildlife Trafficking for inviting her and stated how proud she is with Malaysia becoming the Chairman of ASEAN for the year 2015. In her speech, she stated the seriousness of wildlife trafficking in Asia that is affecting a wide variety of wildlife species and that it should be addressed as a global issue. Wildlife trafficking does not only push species towards extinction but also destabilizes economic and politic

security. Tan Sri Michelle believed that this forum can be a platform to come out with the urgently needed solutions to the problems that we are facing. Stronger law enforcement, public awareness and alternatives to poaching will help in combating the crime. Before she ended her address, Tan Sri Michele praised the Honourable Tan Sri Richard Malanjum, Chief Justice of Sabah and Sarawak, who condemned a 25-year old man to the maximum jail sentence of 3 years and a hefty fine of MYR25,000 for smuggling 12 pangolins.

REMARKS BY THE CO-CHAIRS

7. The Malaysia Co-Chair welcomed the guests of honour and all delegates to the Workshop. He concurred that wildlife trafficking is an alarming global issue. In the amendment of Peninsular Malaysia Wildlife Conservation Law 2010, the penalty for wildlife poaching and trafficking has been increased up to MYR500,000 and a mandatory jail sentence. He reiterated that strengthening wildlife law enforcement is one of the chosen important programs for Malaysia for the next five years. He emphasized that this workshop should be open, frank and transparent to enable all present to elicit the best practices in the region and discuss the way forward in combating wildlife poaching and trafficking.

8. The US Co-Chair also welcomed the guests of honour and all the delegates to the Workshop. He stressed that illegal wildlife trade has become a serious problem which is comparable to serious crimes such as narcotics and arms trafficking. Wildlife crime has evolved into a serious national, regional and global threat that is on the verge of getting out of control. He emphasized the importance of international and regional cooperation in combating wildlife trafficking. He also highlighted that the strategy to combat wildlife crime should include 3 key points: enforcement of existing laws, awareness and education, and as well as international cooperation to build capacity and form partnerships. He stressed that the efforts of ASEAN are very important within this region and urged ASEAN member states to adopt wildlife trafficking as a priority area under SOMTC and to strengthen regional networks such as ASEAN-WEN.

PLENARY SESSION 1 - UNDERSTANDING THE POACHING AND TRAFFICKING THREAT: ASEAN PERSPECTIVE

9. Mr. Ben Janse van Rensburg, the chief of Enforcement Support from the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) delivered his presentation on poaching and trafficking threat from ASEAN perspective. He gave a brief introduction about CITES and the Appendices before proceeded to highlight several severely affected species such as elephants, rhinoceros, pangolins, etc. Poaching and illegal wildlife trade are impacting the entire species and ecosystems, local communities and their livelihood, national economies as well as national and regional security. Illegal wildlife trade should be treated as a serious crime and counteracted similarly with techniques as those used against other domestic and transnational organized crimes. Thorough investigations into illegal wildlife trade issues are essential, which must be translated into successful prosecutions and strong deterrent penalties, which require collaborative efforts from national enforcement agencies. As the principal legal instrument to combat wildlife

crime, CITES decisions and recommendations (CoP16 and SC65) need full implementation to be effective, which needs awareness of all national law enforcement agencies to allow overall implementation. The establishment of International Consortium on Combating Wildlife Crime (ICWC) was for the need to increase coordination and cooperation of national wildlife law enforcement agencies. Illegal wildlife trade is a serious crime and a global threat that demands a coordinated global law enforcement response. Persistent efforts and working together in combating wildlife and forest crime is the only mean to possibly end the destruction of the world's natural heritage. This Presentation is as in **ANNEX B.**

10. Dr. Chris Shepherd, Regional Director of TRAFFIC South East Asia, gave a presentation on the nature and current status of wildlife poaching and trafficking in South East Asia. He highlighted that the situation globally is worse than ever in the last 10 years with involvement of more species (from little known to nearly extinct) and the crime is becoming more organized. A few examples were given namely the skyrocketing of 9300% in rhino poaching in 2014, the fact that only 3000 tigers are left in the wild, involvement of far little known species (earless monitor lizard) in the trade, shipment of huge amount of little known species that was claimed to be captive bred and alarmingly huge Asian bear bile trade. Increased in price of traded animal and animal part pushes a lot of species to brink of extinction. In addition to that, he also stressed that the scenario becomes worse when some species become scarce in a region, the demand will shift to another part of the globe. This can be seen in the case of pangolin, in which it became scarce in South East Asia and now the demand is shifting to Africa. As an illegal wildlife trade hotspot, South East Asia serves as an import, re-export and transit hub and also the source of the wildlife and wildlife's part. He also pointed out, despite China being always linked to illegal wildlife trade (undoubtedly one of major consumer), the U.S. and EU are the two most significant importers globally. With wildlife trafficking becoming more alarming than ever, Dr. Shepherd believes there is an urgent need for more research and monitoring activities, awareness-raising and demand reduction efforts, and greatly enhanced enforcement efforts. This can be achieved with collaboration between countries in the region/territory, improve communication, well-equipped ground officials and incomparable penalties. Dr. Shepherd concluded with everybody has to work together in combating the crisis and it has to be done now and also hopes to come out with solution to the crisis after following this workshop. His presentation appears as **ANNEX C.**

11. Dr. Indra Exploitasia, the Directorate Investigation and Forest Protection of Ministry of Environment and Forestry of Indonesia gave an overview regarding poaching and trafficking threat from ASEAN perspective, focusing on the occurrence in her country. Sumatran Rhinoceros, Sumatran Tigers, Asian Elephants, Sunda Pangolins, Sea Turtles and some reptile species were highlighted as some of the most poached and traded illegal species in Indonesia. The possible factors that contribute to rocketing illegal poaching and trading activities in the country are listed, which includes human-animal conflict, socio-economic factors, high demand of wildlife and its product in illegal market, ineffective control and law enforcement, as well as poor public awareness on wildlife enforcement. The country also faced problems with low voluntary quotas set by the government with contrastingly high international demand for wildlife and its products. Therefore, Dr. Indra proposed to

Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) to impose mandatory quota instead of voluntary quota to counter the over-exploitation and camouflage with legal trade. Some of the efforts that have been taken by the nation to strengthen protection of the species, habitat and wildlife trade control include enhancement of the legal systems, increase effectiveness of law enforcement, increase management effectiveness of protected areas and building of wildlife corridors and connectivity to reduce human-wildlife conflict. Finally, as recommendations to combat wildlife trafficking in ASEAN, it is essential to strengthen the regional network in wildlife law enforcement, international partners in wildlife law enforcement, extension of bilateral cooperation, joint intelligent operations and joint patrols along prioritized shared borders, prioritization of wildlife crime regionally and nationally and to exchange information on wildlife trafficking and enforcement among ASEAN countries. Her presentation appears as **ANNEX D.**

PLENARY SESSION 2 – MAJOR CHALLENGES AND AREAS FOR ENHANCED COOPERATION

12. Mr. Giovanni Broussard from the United Nations Office on Drugs and Crime (UNODC), delivered a presentation about the challenges and opportunities in international cooperation. He outlined the challenges of effective international cooperation into a few parts which are the different legal systems, lack of common understanding on crime and legal provision and policy support, inadequate international infrastructures, lack of trust and national capacity. In legal framework within ASEAN he first defined transnational organizational crime and its purpose in which crimes are planned and/or committed in more than one country. He then explained on the United Nations Convention against Transnational Organizational Crime (TOC), as global, flexible and legal tool in combating wildlife crime across borders. He explained the scope of application of the convention is to prevent, investigate and prosecute offences established by the convention, other serious crime and protocol offences and will only applied when transnational crime and an organized criminal group was involved. He then briefly shared on information sharing within ASEAN, taking into example Customs Enforcement Network Communication Platform (CENcomm) where World Customs Organization (WCO) offers a secure and accepted platform for bilateral and multilateral information sharing. Meanwhile, collection and analysis of information should fall within ASEANPOL and ASEAN-WEN. He concluded that there are huge opportunities for cooperation with ASEAN as there are sufficient existing legal facilities, platforms for regional intelligence development and the Wildlife Enforcement Network (WEN). Lastly, he mentioned that UNODC may improve the criminal provision related to crimes which defining the regional standards as well as the inclusion of wildlife trafficking as a new priority area under the ASEAN Ministerial Meeting on Transnational Crime. UNODC can provide support to SEA in cross border law enforcement training, legal reviews of criminal laws and assessment of criminal justice responses. His presentation can be reviewed as **ANNEX E.**

13. Mr. Pham Quan Tung from Vietnam gave a presentation on Major Challenges and Areas for Enhanced Cooperation in ASEAN Region. He started with little introduction regarding ASEAN-WEN that was launched on December 2005 in Bangkok, Thailand. Mr. Pham proudly shared the accomplishments of ASEAN-WEN

within the 10 years. He also highlighted the implementation of bilateral cooperation through annual meetings with neighbouring countries, Memorandum of Understanding between countries as well as field level cooperation. He took the opportunity to share some tricks in smuggling that has posed a great challenge in combating wildlife crimes. Mr. Pham remarked that there is need for more cooperation through enhanced regional synergies, international legislation, policy support, in-country skills on wildlife forensics and networking. Existing working groups should be strengthened in terms of capacity building, resource centre, communication, fund-raising and special investigations. Before ending, Mr. Pham shared some of the plans and new development of ASEAN-WEN for the year 2015. His presentation appears as **ANNEX F.**

14. Mr. Augustine Tuuga, Deputy Director of Sabah Wildlife Department, delivered a presentation regarding the wildlife trafficking and poaching which occurred in Sabah for the past few years. The majority of cases found in Sabah were on turtle eggs, which were believed from the neighbouring countries, with Sandakan as the hotspot. He also highlighted cases on hunting of adult turtles where several carcasses were reportedly found in Kudat and Northern Sabah. On law enforcement and legislation, he mentioned that on a case of 10 pangolins being seized in Beaufort during early this year, the culprit had been sentenced to a maximum 3 years imprisonment and fined with RM25,000. He then further outlined on the International Trade in Endangered Species Act 2008 [Act 686], whereby there are 7 management authorities which compose of several departments and agencies from several Ministries from the Federal and States of Sabah and Sarawak. These authorities imposed the punishment on endangered species crimes based on quantity or volume of the illegal goods. He then added on that the lack of equipment with recent technologies, efficient logistics and wide country border covering Sabah are the challenges faced in combating wildlife trafficking. Other than that, he pointed out some collaboration efforts in Sabah to combat wildlife trafficking in the state, which are establishment of Wildlife Crime Unit (WCU) and the Intelligence Unit, the Wildlife Genetic Resource Bank (WGRB) and the Royal Malaysian the Police. He suggested some recommendations, which include strengthening enforcement linkages and capacity building programs for stakeholders, joint enforcement operations with related agencies and continuing the regional and international cooperation. He also added that on-going training should be made to the enforcement officers, prosecutors and scientist and policy makers as well as accreditation of a National Wildlife Forensic Lab. He concluded by agreeing that involving few different expert groups of different capacity will help in combating wildlife crime. His presentation can be referred in **ANNEX G.**

PLENARY SESSION 3 – BEST PRACTICES IN PREVENTION AND INVESTIGATION OF WILDLIFE POACHING AND TRAFFICKING

15. Mr. Luke Bond, an INTERPOL officer informed the delegates how much INTERPOL has interest in environmental crime especially wildlife poaching and trafficking. Wildlife crime has a lot of linkages to other crimes which will need more than just wildlife enforcer to investigate. The existing law enforcement in the region needs to be improved and evolved to combat wildlife crime effectively. He urged the

officials to analyse and acknowledge issues on environmental, economic and social impact of wildlife crime so its nature can be understood to help in developing effective targeting strategy. He also stressed that, a capable and sustainable law enforcement foundation and framework need to be developed to deal with complex wildlife crime, but it is not the only solution to the problem. He highlighted that engaging with multiple different capabilities agencies in the region is crucial in combating the organized and sophisticated wildlife crime with roles and responsibilities of each need first to be recognized. Prevention of this crime from happening is a goal instead of a strategy. To deal with this complex crime, Mr. Bond proposed the use of INTERPOL's National Environment Security Task Force multi-disciplinary model. This model is made up of experts from various groups of people working together towards one mission but it is critical to maintain good relationship among the stakeholders. Mr Luke also clarified that INTERPOL's involvement is not to take over the investigation, but the role is to provide support to local authorities to progress and to be interpreted at the frontline level of wildlife law enforcement. He concluded that with bringing involvement of experts of different capabilities, it will improve the effectiveness of measures in combating wildlife crime. Therefore, and INTERPOL is willing to provide support tools and assistance. Presentation from Mr. Bond can be found in **ANNEX H**.

16. Mr. George Phocas, the resident agent-in-charge in Southeast Asia of U.S. Fish and Wildlife Service (USFWS) delivered his presentation which focused on best practices in prevention and investigation of wildlife poaching and trafficking. He emphasised that the ability of enforcement teams to distinguish and identify the kingpin trafficker is crucial in the investigation and prosecution of wildlife trafficking. As wildlife crime does not involve only wildlife, but also other serious crimes, it is necessary to establish collaboration between different legal task forces, as people of different capacities and tools are required to work on different aspects in combating wildlife crime. Therefore, it is important to create awareness among different legal task forces (maritime, customs, police, etc.) that wildlife crimes are integrated with many other serious crimes and need to be tackled not in segregated manner, but collectively with cooperation from all parties. Even though interest towards combating wildlife crime may be low in other legal task forces, it is possible to motivate the task force officers by including wildlife enforcement tasks as obligatory criteria for promotion or incentives, thus encouraging active participation of these parties in combating wildlife crime. The practice of creative sentencing is also recommended, of which the penalties may vary from making minor offenders to participate in probation-based wildlife outreach programmes, or channelling the penalty imposed for wildlife crime offense to directly contribute in nature conservation causes.

17. Mr. Sawang Tipayanukool of Department of National Parks, Wildlife and Plant Conservation Thailand presented on prevention and investigation of wildlife crime using Thailand as a case study. His outlined his presentation into 4 parts. In the first part, he shared with the audience on Thailand-Wildlife Enforcement Network which was established 10 years ago following ASEAN-WEN with the help of USAID. It is being used to monitor and investigate wildlife crime across Thailand with total 127 checkpoints. In the second part, he highlighted that in order to mitigate wildlife crime even more, Thailand networked with neighboring countries by organizing bilateral

meetings to discuss wildlife enforcement cooperation between the nations involving Malaysia, Cambodia and Lao PDR respectively. In the third part, Mr. Sawang shared the activities conducted in Thailand to help combating the crime, which focused on awareness program in hotspot area like Chatuchak Market, aside from law enforcement. A National Ivory Action Plan (2013 – 2017) was prepared to deal with ivory trafficking which the content include related legislation and regulation, database, monitoring system, law enforcement and public awareness campaign. Lastly, he ended his presentation by stressing on the way forwards for Thailand and the nations in the region in combating wildlife crime; to include environment crime as additional priority under ASEAN plan of Action on Transnational Crime, as well as Thailand should strengthen law enforcement together with regional cooperation. Presentation of Mr. Sawang appears as **ANNEX I**.

TABLE TOP DISCUSSION - STRENGTHEN REGIONAL COOPERATION

18. Mr. George Phocas from United States Fish and Wildlife Service (USFWS) started the discussion on Strengthening Regional Cooperation with a few PowerPoint slides with a case scenario of a seizure of 30 green tree pythons and 200 star tortoises in San Francisco. Mr. Allan Rodrigo Balang from the Department of Wildlife and National Parks of Peninsula Malaysia helped moderate the session. Mr. Phocas further elaborated that with given information, a more general questions (not revealing details of crime) can be posed to different agencies (local and abroad). Field officers often need to make immediate actions such as field identification of species rather than expert identification that will require more time. Therefore, capacity building of the field task force is needed as well as knowing which agencies to contact that are able to share information regarding the investigation within a short time frame.

PLENARY SESSION 4 - DEMAND MITIGATION SUCCESS STORY AND LESSON LEARNED

19. Mr. Jonn Lu, a volunteer campaigner of WildAid Shark Savers, shared how he started with Shark Savers, after seeing increased in consumption of shark fins that led to devastating decline in shark population, with the mission of producing appealing and easily digestible campaign. Just over a few weeks after establishment, a campaign of black and white portraiture with positive messaging was launched and proved to have that appealing element as compared to usual heavy wildlife crime campaign. The campaigns went viral after celebrity involvement and from Singapore, it expanded to Malaysia, China and the regions of Taiwan and Hong Kong. In addition to series of classic portraiture, John mentioned that their measures expanded to cute drawings, photography of beautiful sharks and crime against the species, involved in all kinds of trade shows, shark arts installation across the border and initiation of International Hug a Shark Day. John shared how amazed he is with the beyond expectation of media coverage on the campaign. Two year following the launch, this simple campaign became the biggest mass media campaign for sharks ever organized. He proudly told the audience that the campaign that focused on reduction of demand proven to be appealing and effective that caused 50-70% drop in shark fins consumption in the mainland of China with global trade and consumption dropped by 50%. Not only trade and consumption, the price

of the fins also dropped significantly. To end, Mr. John proposed the transnational entities, government ministries, NGOs of all scales to engage, support and work with small-fish community movements that spawn and thrive in places they cannot fit into. His presentation appears as **ANNEX J.**

20. Mr. Scott Robertson of Wildlife Conservation Society (WCS) focuses his presentation on the strategy and philosophy of the organization in combating wildlife crime. To begin with, he pointed out that never was the global attention towards combating wildlife crime as greater as now. He imposed that accurate assessment of illegal wildlife and wildlife product consumption and demand reduction effort not only in the supplying region, but also other part of the world where the demand exists. He also shared that being aware does not mean the consumer will change their tradition or the consumption of the products; hence behavior change campaign is not reliable on its own. He highlighted that government commitment plays the most important role in altering the tradition and consumer behavior towards illegal wildlife and wildlife products. He gave the example of banning the use of firecracker in Hong Kong and mainland of China, despite being used to be part of traditional celebrations. Generation of political support for crime prevention strategies will reduce consumption and strengthen law enforcement to strategically go against wildlife crime but more efforts should be put in. Using power of media to reach out through articles and advertisement will be able to reach more people and give impact to the trade. In order to ensure the consistency of the message, he suggested the country to provide training for the civil servants. He also shared the strategy used by the WCS, which is to campaign on the penalties that will be sentenced to the offenders instead of why is it wrong to do wildlife poaching and trafficking. He concluded the presentation with the reminder that it is up to the government body to change the tradition and consumer behavior. His presentation can be referred to **ANNEX K.**

21. Ms. Wang Yan, who represented Guangzhou Customs District of People's Republic of China. delivered a presentation sharing on China Customs' commitment and recent success of "Guardian" operation in combating wildlife trafficking. The 6 strategies leading to its success involved deploying concentrated blow at active smuggling hotspots, strengthening media propaganda, custom inspection and joint operation with Anti-Smuggling Bureau of General Administration of China Customs, intensify study and research of smuggling trends and improving international exchanges and cooperation. To continue the success in tackling illegal wildlife smuggling in China, the further measures that will be taken are to continue close supervision of custom inspection, strengthening publicity, training and award provisions for task force officers, improving cooperation between different domestic law enforcement parties and enforcement cooperation at international level.

PLENARY SESSION 5 - COMMUNICATION AND EDUCATION AWARENESS INITIATIVES

22. Ms. Suwanna Gauntlett from Wildlife Alliance delivered her discussion on how to combat illegal wildlife trafficking by working closely with the government by creating a national brigade like an animal police that went around the country that had the authority to do investigation, track down, delivery penalties and bring cases

to court in 25 provinces in Cambodia around national roads, national borders and in cities. Wildlife alliance tried to put together the programs that were developed with regards on the awareness and law enforcement to strengthen in combating illegal wildlife trafficking. She then added the law enforcement unit that was developed at Cambodia which was called Wildlife Rapid Rescue Team (WRRT). This unit was based on the initial success in reducing wildlife consumption by 95% in Phnom Penh. In March 2001, the Prime Minister endorsed the campaign and ordered the entire law enforcement department such as the Ministry of Interior, the Ministry of National Defense, the Provincial Authority and Mayor of Phnom Penh to participate in fighting illegal wildlife trade. She then mentioned that, the mayor convinced 50 restaurants and market owners to the city hall to sign a chart on ethical conduct. She thanked the United States Agency for International Development (USAID) for their support with such dynamic and effective communication program that was designed and implemented. Under Asian Conservation Awareness Program (ACAP)'s strategy that was elaborated by Ms. Suwanna in which Wildlife Alliance engaged the national Kickboxing Association and the national kickboxing champion with the purpose of to "take over" each city by working fast and strong. At the end, she mentioned that, the education unit (KOUFREY EXPRESS) was established whereby it involved such as TV sports and videos with Cambodian celebrities for crowd entertainment. The KOUFREY EXPRESS operations were made around cities area and on main trafficking routes with the core message (Anti-poaching + Anti-logging). Her presentation as in **ANNEX L.**

23. Mr. Matt Pritchett from FREELAND introduced iThink that serves as an alliance approach campaign platform to tackle wildlife consumption with Vietnam, China and Cambodia (through Wildlife Alliance). iThink that was created in Thailand during the year 2012 and it was designed to promote sharing of opinions about conservation and to act on it. It was designed to build social and peer pressure on and around the consumer, reducing the value and prestige of buying an endangered animal or its body parts. The first step is to identify the issue that is applicable with most wildlife species. The second stage of the cycle is an awareness BLITZ that consists of large scale advertising at as many places as possible over a short period of time. It also includes media engagement, increased online presence and outreach programs that focuses on education and awareness. The final part of the blitz is engagement, which happens mostly online through websites and social media. Key Opinion Leaders are chosen for specific demographics to reinforce pertinent messages. The campaign is then assessed refined and expanded entering a new fresh stage. Freeland is also a Campaign supporting platform and also provide toolkits which allow anyone to replicate iTHINK. Mr. Matt stressed the challenges he faced and some lessons that he learnt along the way. Before ending, he also exposed the audience to some capacity building efforts of FREELAND aiming of training of law enforcement agents, airport screening staff, and also providing technological tools to combat wildlife trade. His presentation appears as **ANNEX M.**

24. Mr. Keophouvang Chanthapanya from the Department of Forest Inspection (DOFI) delivered a presentation regarding drivers of wildlife trade whereby the management and the protection of wildlife are undermined by international demand of products, the involvement of criminal activity, the cultural customs and beliefs as well as poverty. He stressed that the wildlife trade increased in Lao PDR because of

depleting emergency resources due to crop and livestock failure. The communities received minimal benefits whereby most income was made by traders. He then briefly explained the role of DOFI which focuses on prevention, detection and suppression. In order to achieve cultural compliances, The Strategic and Tactical Enforcement Patrol Programme (STEPP) that is based on law enforcement operational model was developed to avoid threat and risk assessment. It is divided into 4 types of strategic and tactical enforcement patrol programs which are; the community engagement and education, investigation, enforcement, as well as monitoring and reporting. He elaborated more on the information management system (IMS) whereby this system was ready for National Implementation and to ensure the information was kept secure and the individual privacy was respected. One of Lao-WEN coordinating unit, Lahore College for Women University (LWCU) duties and responsibilities was to prepare legal documents for national and international partners as well as reports on inspections and investigations. Lastly, he touched on the working progress which was done domestically and internationally. In domestic progresses, DOFI enhanced compliance activities and skills, community support and promote fighting the wildlife trade. For the international progresses, DOFI increased the capacity of wildlife teams in order to identify animal parts, confiscated animal recordings and intervened in trade activities which occur 'under the table'. DOFI also established working relations with TRAFFIC and other international agencies that try to stop wildlife trade. His presentation is as in **ANNEX N.**

PLENARY SESSION 6 – A WAY FORWARD: SUMMARY OF FINDINGS/ RECOMMENDATIONS

25. The Co-Chairs emphasized while we have made significant progress on curbing illegal wildlife trafficking in the region, much more still needs to be done. The application of wildlife protection laws and enforcement of penalties for wildlife trafficking crimes have not kept pace with the increasingly lucrative trade and must be raised to the same level as other transnational crimes such as drugs and arms trafficking. ASEAN member states should record their commitments under the East Asia Summit (EAS) Declaration on Combating Wildlife Trafficking, which include adoption of wildlife trafficking onto the SOMTC agenda. Combating wildlife crime requires solid law enforcement frameworks, built on effective information sharing, a common set of standard operating procedures, and cooperation across broad spectrum of enforcement agencies. We need to strengthen existing regional networks such as ASEAN-WEN, prioritize wildlife crime as regional and national issue, and improve ASEAN information exchange on wildlife trafficking.

26. On one hand, NGO-led campaigns that combine grass-roots efforts with celebrities and business leaders to drive positive, non-judgmental campaigns directed at consumers have succeeded at reducing demand for wildlife products. On the other hand, direct government actions, including laws that greatly increase the risks for producers and consumers to engage in wildlife crime, combined with education and outreach on these risks, have also proven to be forceful drivers for change in Asia, especially for behaviors that are deeply embedded in the culture. Working together, NGOs and governments can reduce wildlife crime drastically with

a comprehensive, unified approach that encompasses both educational outreach and enforcement.

27. During closing, the Co-Chairs conveyed their deep appreciation to all participants, speakers and the ASEAN Secretariat for their cooperation and invaluable contribution to the Workshop. The Co-Chairs looked forward to further discussions on this issue by the ARF in other part of the region in the future.

28. The Co-Chairs expressed gratitude to workshop secretariat and volunteers for their tireless effort in making the event successful.
