



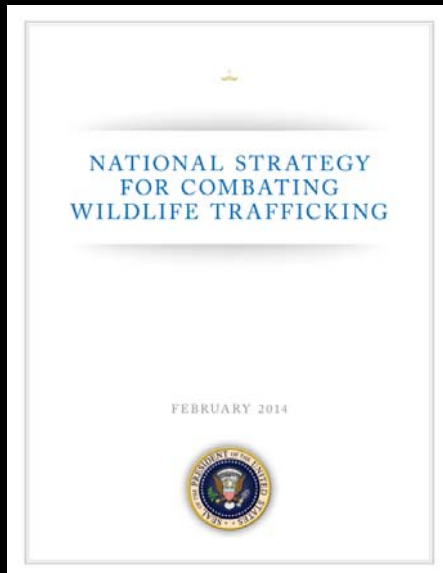
# STOPPING THE BUYING:

Strategies to reduce consumption of Endangered Species in Asia



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# Global attention to address poaching, trafficking and demand for Endangered species has never been greater





# What do we really know about consumption?



**Robust monitoring is required to enable more accurate measurement of consumption and assessment of demand reduction efforts**



# Are consumers listening?



Being aware

≠

Behaviour change

A large firework is exploding on a dark, gravelly ground, creating a bright, intense orange and yellow fireball. In the foreground, a large, multi-tipped red firework structure, resembling a fan or a starburst, is visible. The background is dark and textured, suggesting a night-time outdoor setting. The overall scene is dynamic and visually striking.

**Governments action, or inaction are important drivers to changing traditional consumptive behavior**

# What happened to shark fin trade?



2000-2001  
unaware of  
shark  
protection

2002



2006-2012,  
shark  
protection  
themed  
commercials  
by sport  
**celebrities**



2007,  
WildAid  
released the  
“**Species  
Extinction**”  
**report** on  
global threats  
to sharks



2008-  
2012**Entrep  
reneurs**  
start to  
have  
relevant  
appealing  
proposals



2009,  
**Nutriological  
Report** on  
Shark Fins



2011, the  
**CCTV reports**  
led to more  
proposals  
which was  
implicitly  
connected to  
the anti-  
corruption  
appealing



February 20, 2013,  
MOC Spokesman  
said the sales of  
top-grade dishes  
dropped  
markedly, with  
the fins sale down  
by over 70%  
around the  
Chinese New Year  
period



Latest data in  
2014 shows,  
volume of fins  
products from  
Hong Kong to  
Mainland  
decreased from  
1170 tons in 2012  
to 114 tons in  
2013

2013-2014

2002-2003,  
**hydrogen  
peroxide fins**  
were  
investigated in  
Guangdong,  
resulting in  
decrease of fin  
wholesale  
volume

2007, **Yao  
Ming** vowed  
to “refuse  
fin dishes  
under any  
circumstanc  
es”



2008-2009,  
**top  
restaurants**  
like South  
Beauty  
joined in the  
“anti-finning”  
campaign

2010,  
**Canadian & US  
gov.**  
announced the  
banning on  
“fin  
consumption”



2011, the  
**OCEANS film**  
inspires the  
buzz of  
maritime life  
protection  
highlighted by  
KOLs' tweets  
online



July 2012, competent  
administration under  
the State Council  
replied to **NPC  
representative Ding  
Liguo**, expressing to  
stipulate on the  
“removal of fin dishes  
from governmental  
menus” in three years



December 2013, the **General  
Office of the State Council** issues  
the administration rules for  
official receptions, pointing out  
to refuse the offering of fins,  
bird's nest and other top-grade  
dishes or wildlife dishes for work  
meals, provision of cigarette and  
expensive wines, use of private  
clubs or high consumption  
venues.



2003年

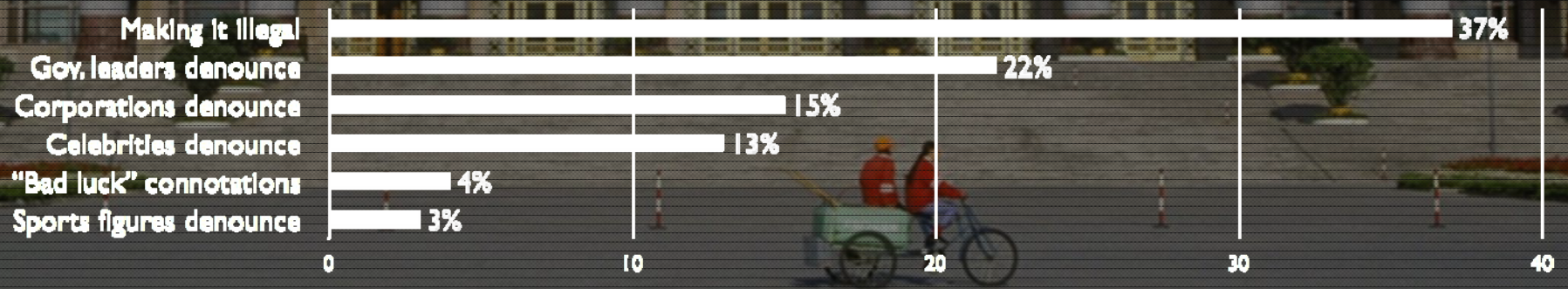
双箭水鱼翅

2003年12月，广东海监局对佛山、江门两地的鱼翅、开心果加工企业进行执法检查，发现鱼翅加工企业双箭水加工过的鱼翅成品，开心果等干果食品成员。





## What do ivory consumers think would affect their choices?



source: "The Ivory Road Study" (National Geographic/ifop research), December 2012



**Greater efforts are required to generate the political support for effective crime prevention strategies that will not only have impact on reducing consumption but also strengthen enforcement to combat wildlife trafficking networks.**



# Building an influential, active conservation constituency (Parliamentarians, high-wealth individuals, Government ‘champions’, and media) to strengthen accountability and advocate for policy/legal reforms

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背景资料：前不久，世界最巨型大象肯尼亚三“萨陶”因其长度及地、每根超过45公斤的象牙而导致杀身之祸。和萨陶命运一样，每年因象牙而丧生的非洲象约有2—3万头，被猎杀大象的象牙被高价卖到黑市供应亚洲各国。而作为象牙最大需求国——中国，再次成为象牙问题上的全球焦点。有媒体报道称：“中国对象牙制品的需求助长了非洲猎杀大象”。

中国使用和收藏象牙制品的历史由来已久，明清时期象牙便已应用在印玺、笔筒、饰品、朝笏、佛像等方面，一批雕刻大师用其精湛的技艺为后世留下了一件件精美的象牙艺术品。

2011年以前，象牙收藏曾受到藏家的关注和喜爱。据雅昌艺术网数据，作为拍卖市场风向标的中国嘉德自1994年11月至2011年3月，上拍象牙制品约2316件，成交率达81%。在这样的背景下，一些媒体对象牙制品的渲染式报道和人为炒作引起了市场波动。有部分拍卖公司甚至以新象牙伪装成老象牙上拍。很多人忽视了高端象牙制品的工艺传承和文化积淀，错误地认为这是一种投资产品。实际上，嘉德拍卖场上的牙雕主要以明、清、民国老象牙为主，而新件的收藏从未被市场看好。



# Southern Weekly “Blood Ivory” article

Exposure > 7 million  
> 2,382 re-posts  
995 comments

Most netizens were from top-tier cities (Beijing, Chongqing, Guangdong).

## 南方周末记者非洲亲历 中国最大象牙走私案的杀戮原点 血牙

作者：南方周末记者 袁姗姗

发自：莫桑比克、肯尼亚 2013-11-15 09:48:26

来源：南方周末



2013年11月，厦门海关查获今年最大两起象牙走私案，总量达11.88吨。中国已成为全球第一大非法象牙消费市场，事实上直接影响着远在非洲的盗猎活动。  
(WCS|Darren Potgieter|摄)

标签 象牙走私 非洲大象 莫桑比克 恐怖组织 中国买家 动物保护

中国已成为全球第一大非法象牙消费市场，但2/3的中国人不知道象牙是通过杀死大象来获取。

1979年非洲有大象130万头，现在不足40万头，如果趋势持续，非洲象将在10年到20年内灭绝。

象牙贸易成非洲恐怖组织的经费来源，形成一个由猎手、小经纪人、大经纪人组成的精密贸易网络。



**Providing assistance to develop Government strategies and measures that demonstrate political commitment and inform retailers, traders and consumers to the enhanced policy to tackling trafficking and consumption of focal species.**

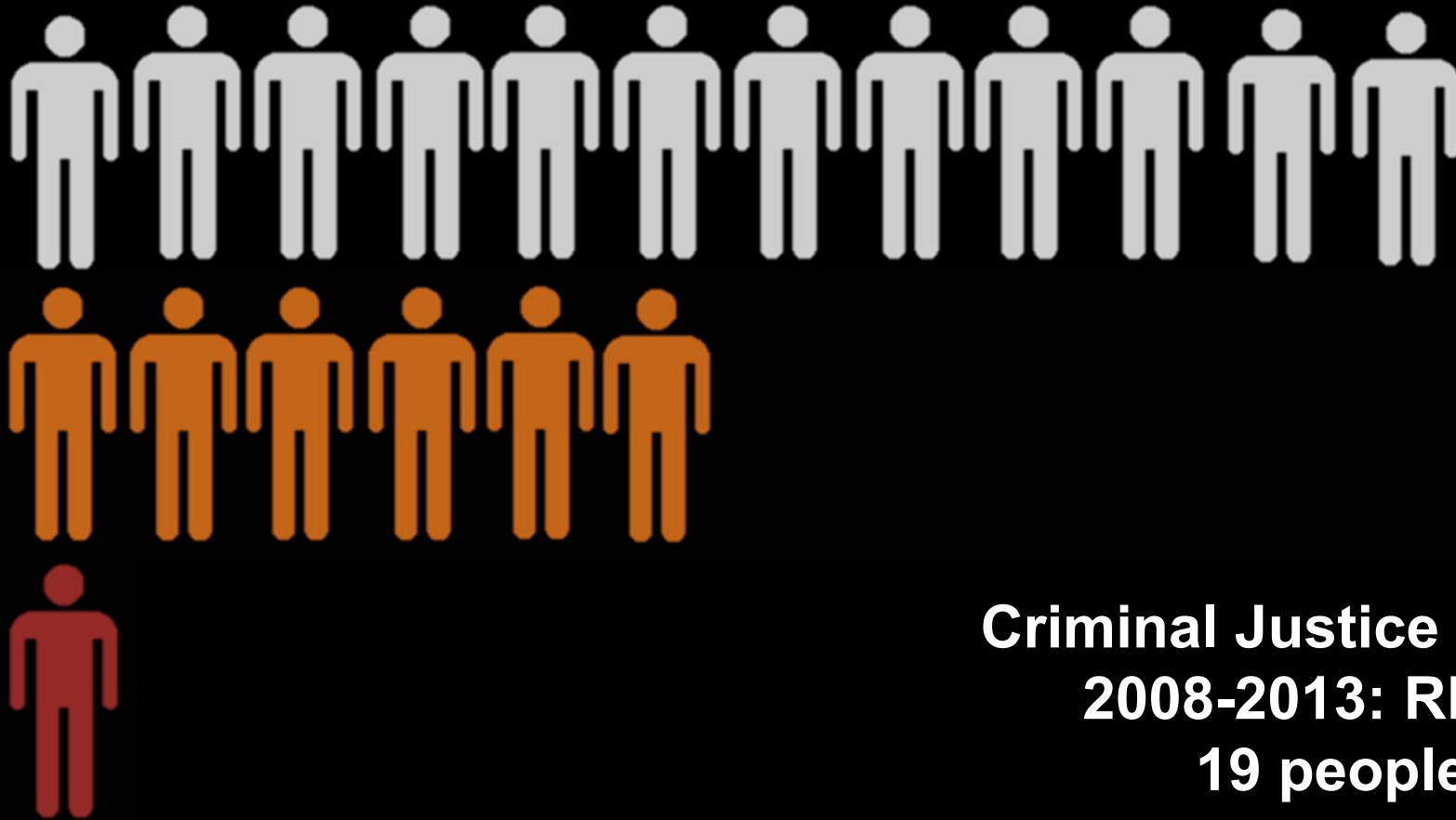


**Outreach campaigns to communities living in key African range states  
to the punishments and scaled-up law enforcement efforts from Viet  
Nam and other range state governments**



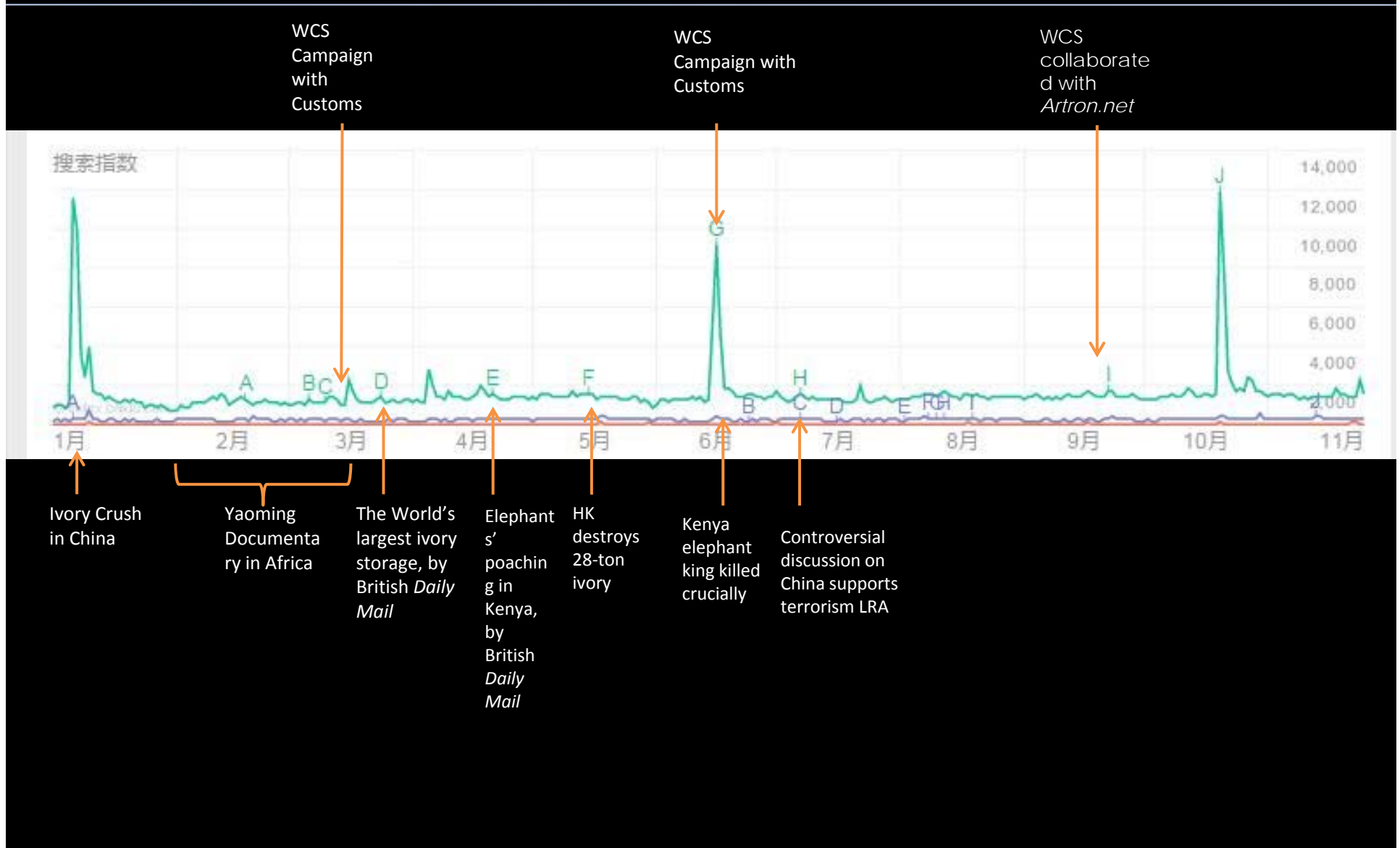


**Generating data and actionable intelligence that enables measurement of impact in changes in attitudes, behavior, policy, law enforcement effectiveness, criminal network integrity**



**Criminal Justice Statistics  
2008-2013: Rhino horn  
19 people arrested  
1 jailed  
6 small fines  
12 stopped at prosecution**

# Assessing social media analytical tools to measure online conversations







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