



ASEAN REGIONAL FORUM WORKSHOP ON COMBATING WILDLIFE TRAFFICKING

iTHINK, A Joint Campaign Platform to Tackle Wildlife Consumption

MARCH 30 – April 1, 2015
Sabah, MALAYSIA



USAID
FROM THE AMERICAN PEOPLE

CRITICAL






**ECOSYSTEM
PARTNERSHIP FUND**





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Elephant	Rhino	Tiger	Bear	Turtle	Pangolin








Consumer behavior is generally based on:

- Being accepted
- Making more money
- Pleasing others
- Being recognized
- Looking or feeling better

Consumers buy illegal wildlife because they are convinced it benefits their image/ health.



Campaigns typically lack the following:

- 
- Sufficient resources
 - Government endorsements
 - Adequate monitoring
 - Public participation
 - Law enforcement backing

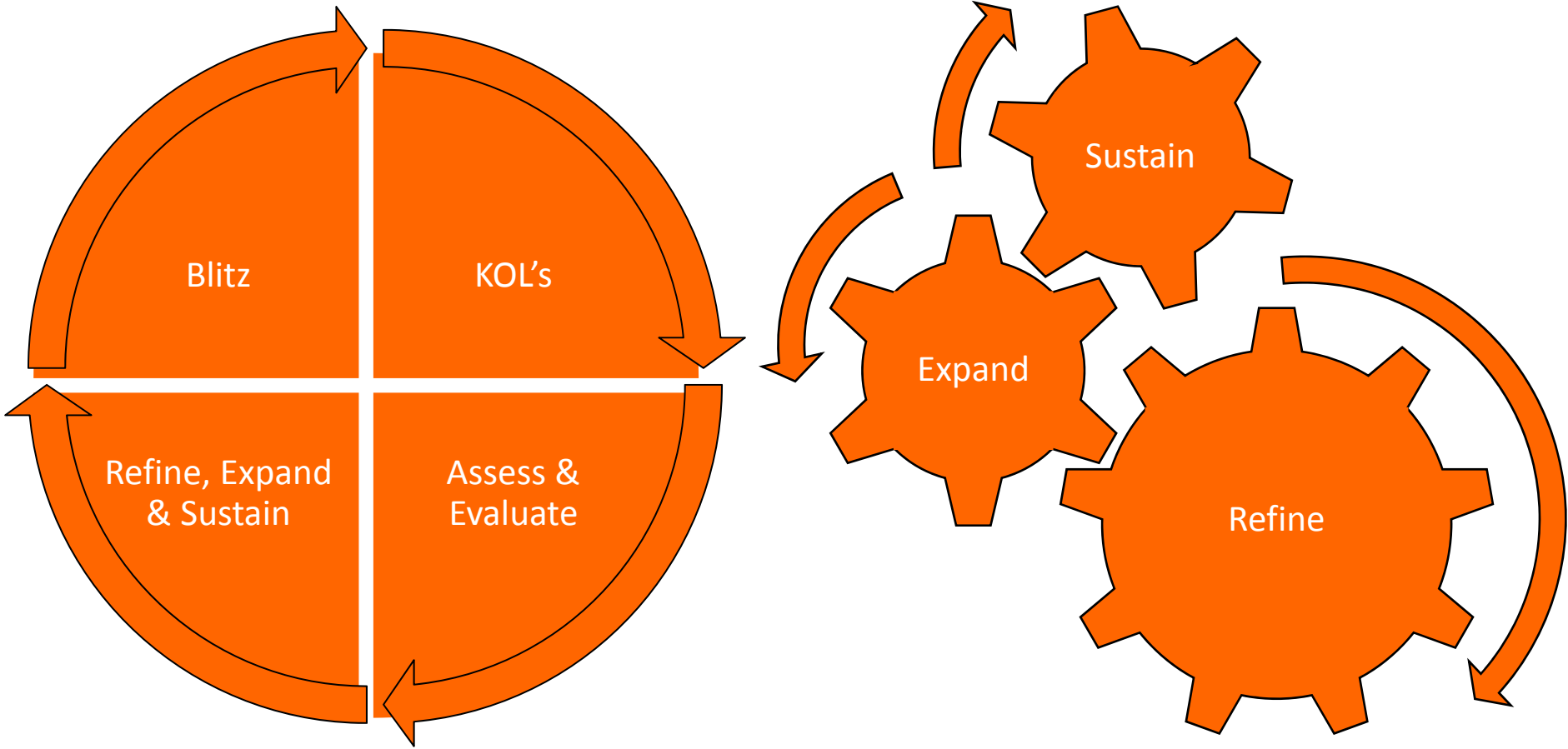


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- Share opinions
- Social and peer pressure around consumer
- Reduce value and prestige of buying endangered wildlife







ISSUE

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BLITZ

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OUTREACH

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ENGAGE

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Global forum for wildlife conservation, protection and relief



- news/events
- get involved
- iTHINK TV
- recent studies
- projects in need
- organization profiles
- op eds
- vacancies
- grant opportunities
- volunteer directories
- experts directories
- photos

I think | Japanese Tourists Arrested for Wildlife Smuggling in Thailand | Obama Administration Plans to Aggr



CRITICAL ECOSYSTEM PARTNERSHIP FUND

Everyone depends on Earth's ecosystems and their life-sustaining benefits, such as clean air.

organization profiles

CRITICAL ECOSYSTEM PARTNERSHIP FUND DIGITAL PHOTO CONTEST
Updated : 26/02/2015

CHINA'S IVORY 'SMUGGLING' TOURISTS FACE PRISON OVER THAI SOUVENIRS
Updated : 22/02/2015

THAI ARMY RESCUES 150 PANGOLINS IN CHIANG MAI
Updated : 20/02/2015

PAIR ARRESTED FOR WILDLIFE SMUGGLING
Updated : 20/02/2015

OBAMA ADMINISTRATION PLANS TO AGGRESSIVELY TARGET WILDLIFE TRAFFICKING
Updated : 12/02/2015

ILLEGAL IMPORT: 22 TIBETAN ANTELOPE WOOL SHAWLS SEIZED

news /events

recent studies



Assessing the Trade
View details »

WILDSCAN
SPECIES IDENTIFICATION + RESPONSE

WildScan is a comprehensive species identification and response mobile application designed to combat wildlife trafficking.

www.ithink-now.org

TARGET

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Key Opinion Leader | KOL's



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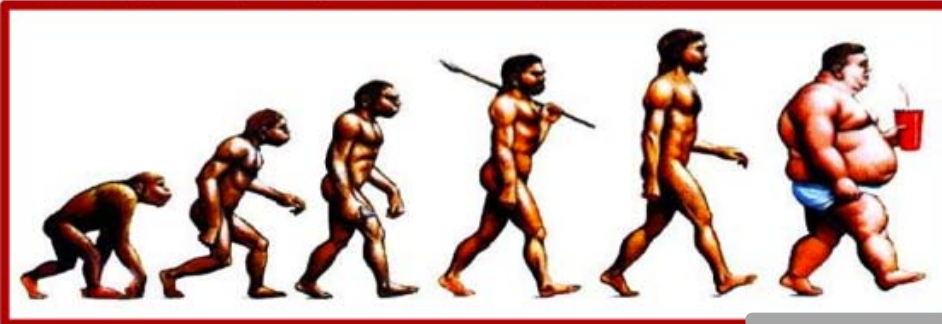
ASSESS/REFINE/EXPAND

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Credentials & Behaviour Change Journey

Measuring the impact of social marketing campaigns



Prepared for
FREELAND Foundation

Prepared by: Rapid Asia Co., Ltd.

June, 2014



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iTHINK

我希望更多的人了解象牙贸易背后的
血腥与罪恶，拒绝购买象牙制品。

张越
电视节目主持人
“它基金”创始人

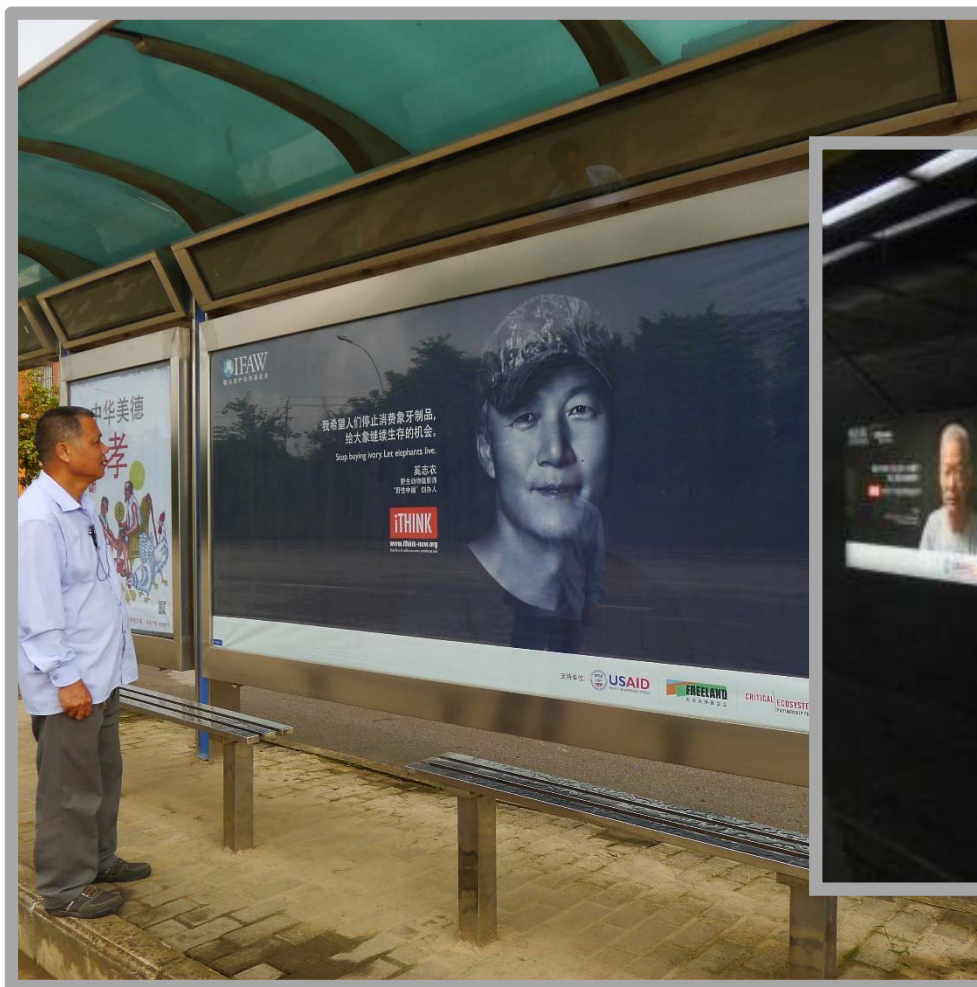
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CHINA

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**healthy
sustainable
humane**



ขอขอบคุณที่ไม่สนับสนุนการบริโภคหูดปลา
www.finfreethai.org



VIETNAM

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Ông VŨ DUYÊN HẢI

Phó Cục trưởng Cục Cảnh sát Phòng chống tội phạm về Môi trường



Settings

VIETNAM

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Ngăn chặn sự tuyệt chủng

Không mua, bán và tiêu thụ sừng tê giác

Ngày Tê giác Thế giới
22/09/2014



ĐƯỜNG DÂY NÓNG MIỄN PHÍ BẢO VỆ ĐVHD 1800 1522





[Twitter](#) [YouTube](#) [Facebook](#) EN | VN

Global forum for wildlife conservation, protection and relief

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- get involved
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[Botswana conference heightens alarm over illegal wildlife trade | Satkc](#)

Operation Game Change
Vietnam, March 3rd

www.ithink-now.org



iTHINK-now.org Features

- Events calendar
- iTHINK TV
- Conservation news
- Important studies
- Projects in need
- Grant opportunities
- Job vacancies
- Org profiles
- Editorials
- Expert directory



LESSONS LEARNED

Government endorsement: extremely important and financially beneficial (sustainability)

Be prepared to adapt quickly

Choose celebrities carefully

Alliance approach is key (cooperation, not duplication)

CHALLENGES

Developing new technology is extremely time consuming

Clearances through multiple donors and co-branding – donor logos can be sensitive



Moving Forward

- Work with current and new KOLs for widest reach possible
- Display PSAs at key consumption/transit areas
- Promote ithink-now.org
- Youth to increasingly encourage others to not consume wildlife



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FREELAND[®]

A world free of wildlife trafficking and human slavery

PROTECT

Protected-area Operational & Tactical
Enforcement Conservation Training



FREELAND[®]

A world free of wildlife trafficking and human slavery

DETECT

Detection of Environmental
Crime Training





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FREELAND® *Wildlife Friendly Skies*

A banner with a blue and green background. It features silhouettes of an airplane in flight, three airport staff members in uniform, and a rhinoceros and elephant. The background is filled with various immigration stamps from different countries, including Malaysia and Singapore, with dates like '20 MAY 2007' and '22 AUG 2007'.

ASEAN-WEN
Wildlife Enforcement Network

WILDSKAN 
SPECIES IDENTIFICATION + RESPONSE

A banner with a green and brown background. It features silhouettes of four rangers in uniform, a rhinoceros, and a bear. The background is a stylized forest scene with trees and hills. A magnifying glass icon with a tiger silhouette is positioned to the right of the main title.



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Special Investigations Group (SIG)



FREELAND



LEGAL SUPPORT PROGRAM



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