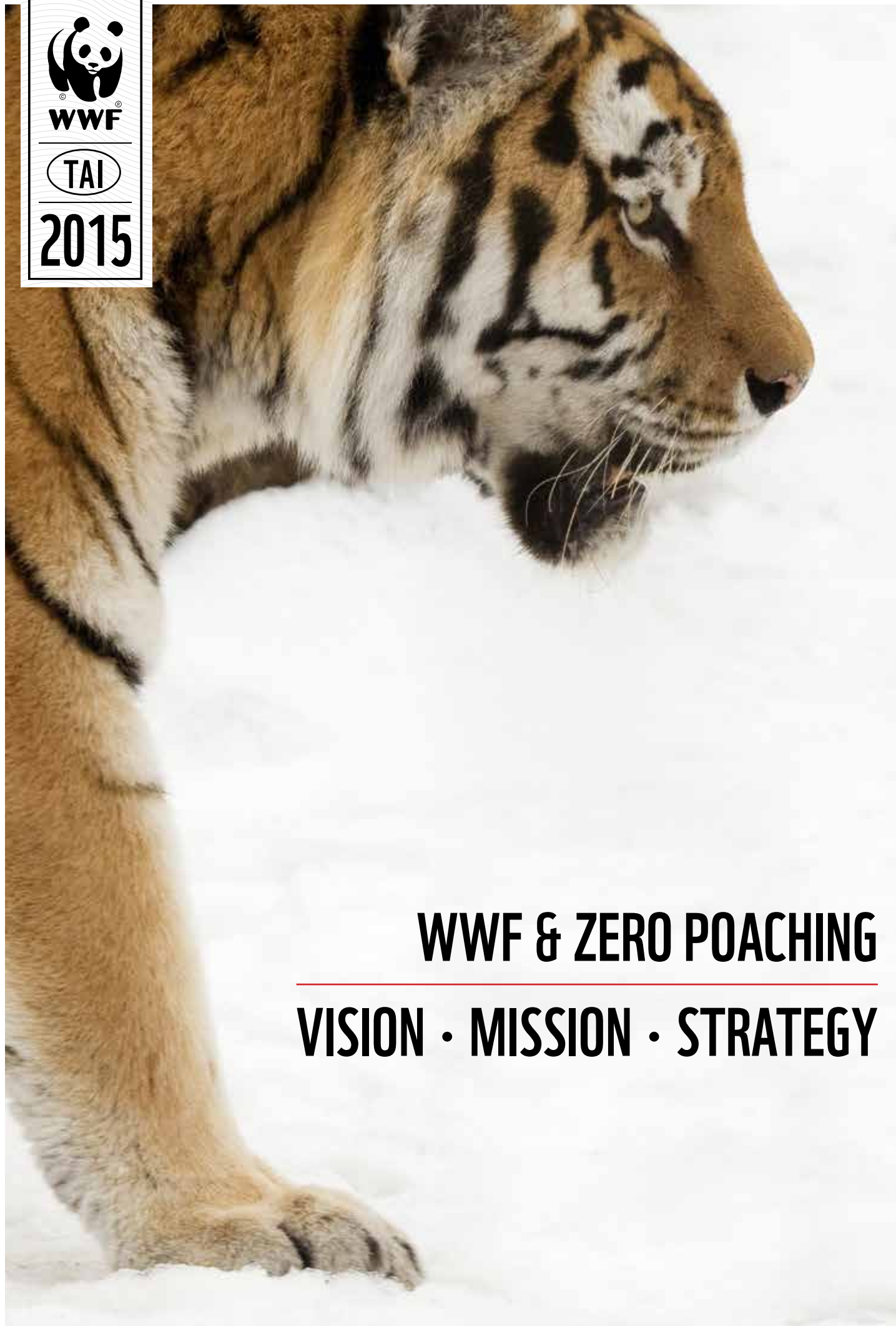




WWF

TAI

2015



WWF & ZERO POACHING

VISION · MISSION · STRATEGY

Background

Poaching and the illegal wildlife trade are the most serious and immediate threats to Asia's many charismatic and iconic species, such as tiger, rhino and elephants. The steady draining of biological resources from Asian countries has continued largely unabated, and thus negated the increasingly high conservation investments made by those states. This should be of no surprise given the increasingly sophisticated financing mechanisms, breadth and resources deployed by international poaching networks themselves. Recent studies have shown that illegal wildlife trade is one of the top-five most lucrative illicit economies globally; recently its value was estimated to fall within the range of US\$50-150 billion per year.

A huge proportion of this activity occurs in Asia, and there is broad recognition that this threat will not recede without a clear region-wide up-scale of response. Success in this area is attainable and has been demonstrated by Nepal having achieved Zero Poaching in 2011 for rhinos, for the 12 months ending February 2014 for tigers, elephants and rhinos and for the 12 months ending on May 3rd 2015 for rhino.

What is Zero Poaching?

Based on the experience of Nepal and that of international experts a definition of Zero Poaching (ZP) has been made;

“Zero poaching is achieved when there are no detectable traces of poaching activity in the landscape over a set time period and there is no discernible impact on a species to recover and sustain an increase in population.”

The recent symposium on ZP in Nepal also confirmed that to achieve zero poaching in any country there were six pillars of endeavor that must be addressed simultaneously for any country to be successful:



Our Vision

In order to find a way forward for more unified anti-poaching actions it is necessary to articulate a vision for ZP that can act to inspire and motivate all governments, organizations and individuals to work together to this end. This simple statement is proposed;

‘A world free of poaching’

Our Mission

It is also necessary to articulate the mission of WWF in achieving the vision. WWF is the largest conservation NGO in the world and probably the best known. It should use these attributes to coordinate a global effort involving other organizations to assist governments to achieve the vision. A mission statement is therefore proposed as;

WWF will drive Zero Poaching through a strong collaboration of Governments, IGOs, NGOs and civil society for the benefit of global biodiversity through the implementation of the six pillars of Zero Poaching.

Roll Out

Within WWF, ZP will be rolled out through the Tigers Alive Initiative and the AREAS programme and as part of the Asia delivery mechanism for the Wildlife Crime Initiative. The focus will be principally on the 13 tiger range countries which overlap with the AREAS programme focal countries. WWF will work with its partner organization, TRAFFIC, to link the work on ZP with the wider work on illegal wildlife trade and efforts to reduce demand through behavior change in consumer countries and communities.



Following the development of a number of ZP tools and the adoption of the ZP toolkit at the Zero Poaching Symposium, the platform is now set for accelerated action across Asia. The next step for the ZP push in Asia is to ensure that all of the countries are effectively implementing all of the pillars of the ZP toolkit.

The overarching deliverable for the ZP push in Asia is to **ensure that 13 countries in Asia are effectively implementing the 6 pillars of the ZP toolkit and are measurably moving rapidly towards Zero Poaching in all the key sites for tigers, elephants and rhinos by 2020.**

The strategy to achieve that result will focus on **three levels of implementation:**

1. Mainstreaming ZP into international strategies and Asia wide species and anti wildlife crime led initiatives such as the Global Tiger Recovery Plans (and related National plans)
2. Support the development and delivery of National Zero Poaching Action Plans based on rapid assessments of implementation gaps
3. Supporting the development and implementation of tools under the ZP Toolkit.

All activities are aimed at mobilizing and supporting government led initiatives and will be require the support and engagement of the local WWF and TRAFFIC office teams. The chart below provides an overview of the broad roll-out plan for the ZP push. A detailed plan with budgets and staffing requirement based on recognized priorities is under preparation and will be available in mid-July 2015.

1	ZP vision, mission, strategy	<i>Familiarisation of WWF stakeholders</i>
2	ZP collaborative groups formed  <i>Funding support required</i>	<i>Assist governments to bring together NGOs (WCS, FFI, IUCN, Panthera) & regional bodies (UNODC, SAWEN, ASEAN-WEN, Interpol)</i>
3	National plans drafted  <i>Funding support required</i>	<i>National plans are drafted with concerned government ministries/departments and in collaboration with NGOs, IGOs. These will be in alignment with existing GTI plans</i>
4	National plans implemented	<i>Funding alignment (including regional donors GEF, USAID, JICA, DANIDA, EU)</i>
5	Monitoring of roll out	<i>Suggested the existing GTI annual monitoring meetings be the reporting system for the roll out</i>

WWF Tigers Alive Initiative in Numbers

100%
RECYCLED

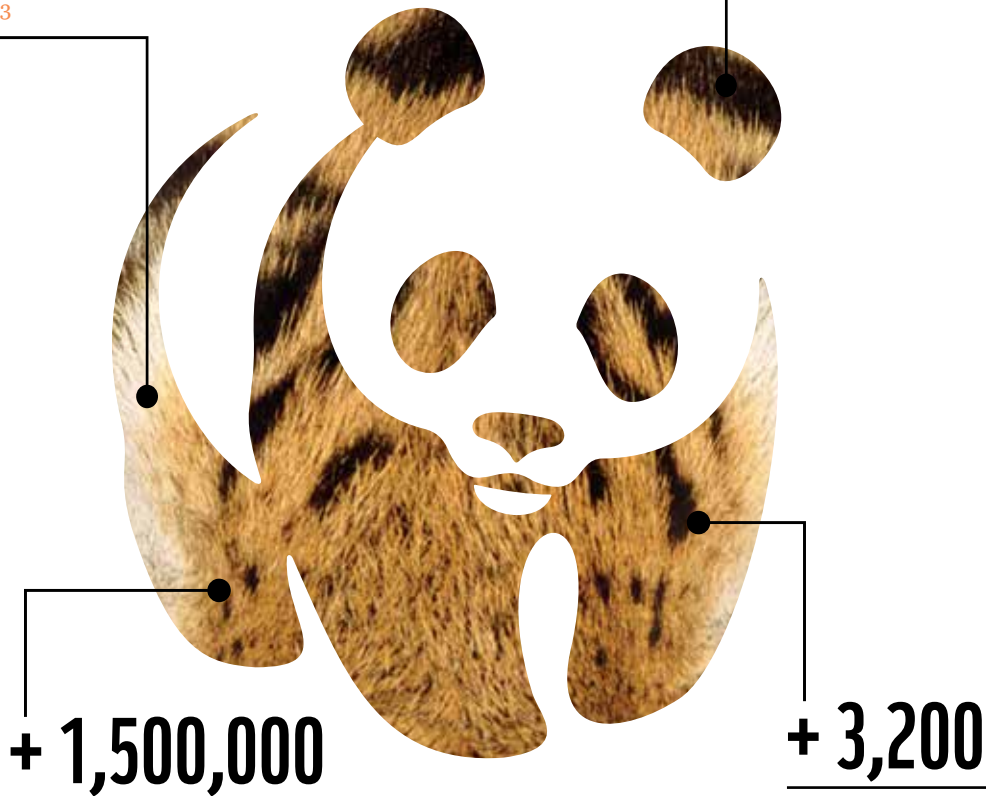


2009

The Initiative was established in 2009

13

We work in 13 landscapes



+ 1,500,000

The landscapes cover over 1.5 million square kilometres

+ 3,200

There are estimated to be as few as 3,200 tigers left in the wild



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org

© 1986 Panda Symbol WWF - World Wide Fund For Nature (also known as World Wildlife Fund)

© "WWF" is a WWF Registered Trademark.

WWF Tigers Alive Initiative c/o WWF Malaysia

49 Jalan SS23/15, Taman SEA, 47301 Petaling Jaya, Selangor, Malaysia

Tel: ++(603) 7803 3772. For contact details and further information please visit our international website at www.panda.org/tigers