

STEP UP

TO STOP WILDLIFE TRAFFICKING

2021



“IT DOESN’T
FLY WITH US.”



C4ADS
innovation for peace



TRAFFIC
the wildlife trade monitoring network



STEP UP TO STOP WILDLIFE TRAFFICKING



Reports of illegal wildlife seizures over the past year have revealed that, despite restricted travel, traffickers are still taking their chances to smuggle contraband through the air transport system. But these seizures also demonstrate that when companies and law enforcement work together, illegal supply chains can be disrupted. The USAID Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) Partnership has developed this guide to help your company strengthen its operations against illegal wildlife trade.

Overview

The Step Up to Stop Wildlife Trafficking campaign is designed to bolster your company's engagement with the issue of wildlife trafficking as well as publicize the important work you're doing.

This guide contains suggestions on how you can host your own wildlife trafficking awareness event, strengthen your defences against wildlife trafficking and show the world that your company is taking action to protect wildlife.

It is recognized that individual companies will have their own unique circumstances with regards to working virtually or on site, so the information in this guide is designed to support efforts in both situations. Look out for the 'online' and 'on site' icons besides some of the activities.



Online



On Site

This guide contains two key suggestions on how to step up to disrupt wildlife trafficking:

1. Be active

The following three pages give step-by-step suggestions on how to set up, run and follow up on anti-wildlife trafficking activities for your employees and colleagues. The suggested activities can be compiled into one comprehensive event, or you can carry out select activities individually. To encourage others to 'Step Up', ROUTES will produce a video, using photos and footage that you share, to celebrate your efforts, demonstrate the collaborative nature of this cause and motivate others to join the fight. Turn to p.6 to find out how you can get involved!

2. Be on film

"It Doesn't Fly With Us"

Let it be known that your company will not tolerate wildlife trafficking. Look out for ideas on how to use the slogan within this guide, including displaying the "It Doesn't Fly With Us" poster, using the #ItDoesntFlyWithUs hashtag on social media and filming your staff saying the slogan for the campaign video.

IT DOESNT FLY

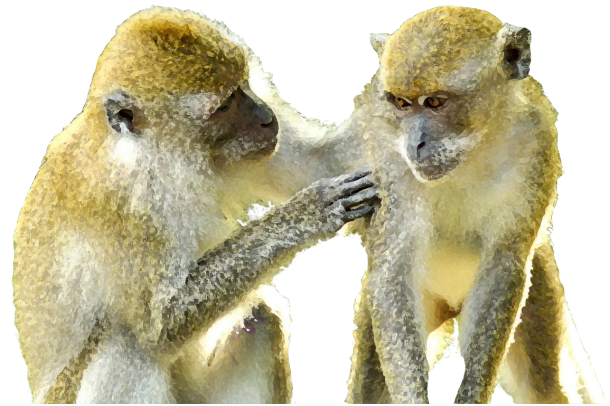


WITH US

SET UP

Part of a great event is in the anticipation, so let your employees know what's coming and develop interest in the run-up!

Before you hold your event, you may wish to conduct a survey to identify current levels of wildlife trafficking awareness and training among your employees so that you can tailor the day to their needs.



Set a date

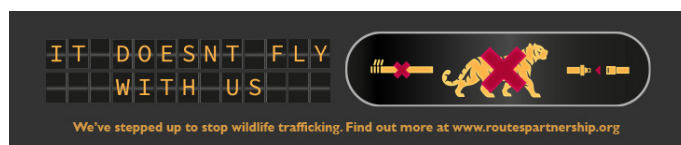
The activities in this guide can be done on any day, or you could choose a particular wildlife or nature awareness day.

UN World Environment Day on June 5 is the most renowned day for environmental action and presents a great opportunity to demonstrate your commitment to the UN Sustainable Development Goals by helping keep wildlife where it belongs.

Other opportunities include International Tiger Day (July 29), World Elephant Day (August 12) and World Rhino Day (September 22). Alternatively, you could incorporate activities into all-staff meetings or training days.

Spread the word

- Flag the event on your internal communications channels, for example via email and company intranet.
- Display the campaign image on digital displays in staff areas.
- Put fliers or posters in common rooms.
- Add the Step Up campaign email banner to your email signature and distribute among your employees/ colleagues.



["It Doesn't Fly With Us" email banner](#)

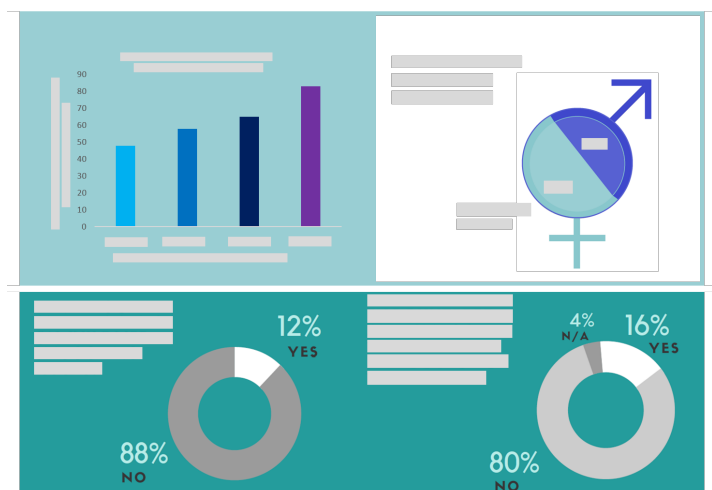
Staff survey

What do your staff know about wildlife trafficking? Do they know the red flags that might indicate a trafficking attempt, and how confident are they to respond and report it?

Use a short, multiple-choice survey to help you gather this information and identify needs for awareness. Send it out to staff to establish their current knowledge and interest in countering wildlife trafficking.

You can download a [template survey here](#). Alternatively, [contact ROUTES](#) to receive a custom-made SurveyMonkey® link which will direct staff to an anonymous online survey.

If you use SurveyMonkey®, ROUTES will be able to analyze your results and summarize them for you in an infographic.



SHOW UP

When the day set for your event arrives, there are several ways in which you can get your employees engaged and reinforce their anti-trafficking awareness.

Video screening

Schedule screenings in staff areas or hold an online viewing event for employees to watch a wildlife trafficking awareness video for [aviation staff](#) and/ or [airports](#).



Photo booth

Create a wild themed space for staff - ask them to bring wildlife-themed accessories from home (not actual wildlife), display stand-up banners, stuffed animals and print-outs of the *It Doesn't Fly With Us* campaign poster. Encourage them to take photos of themselves holding up the poster or posing as their favorite animal. Be sure to share on social media using the [#ItDoesntFlyWithUs](#) hashtag and tagging [@ROUTESPartners](#).

Trivia questions

What's the world's most trafficked mammal? How many elephants are poached in Africa each day? Test your employees' knowledge of wildlife trafficking online, on paper, or in a team event.

[Click here for some wildlife trivia](#) you can use. Offer a prize for the most correct answers!

Hang posters

Print out and display the [It Doesn't Fly With Us campaign poster](#) or other wildlife trafficking awareness posters [available from ROUTES here](#).

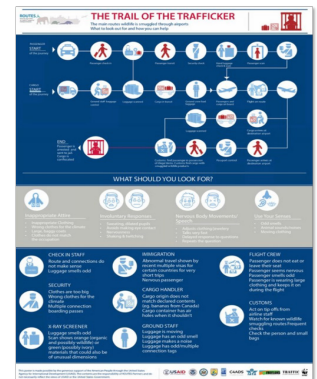
Print-outs and takeaway resources

Provide staff with resources that explain how wildlife trafficking affects the air transport industry and their work. [Factsheets, case studies and FAQs](#) can help staff understand what to look for and how they can respond to suspicions of wildlife trafficking.

Give staff pocket-size contact cards so that they always have the phone numbers of enforcement agencies to hand. These can also be distributed digitally.



[Contact cards](#)



['Trail of a Trafficker'](#)

Awareness exhibit

Set up an interactive display where staff can learn about wildlife trafficking methods in an engaging way - don't forget to take pictures! [Click here](#) for inspiration and contact ROUTES for further guidance.



SPEAK UP

It's important to publicize what you're doing. Not only does it gain your company recognition, but it can also encourage other companies to follow your lead and take action.



Blog it

Write a short article or blog post about the actions your company is taking to address wildlife trafficking. Write a summary of the event you held; you can include figures on employee turnout, images from the day and next steps. Share on your website, in your newsletters or on your internal communication channels.

Engage the press

Send out a news release to publicize your event - who attended? What happened? Why are you addressing this issue, and what are you going to do next?

It Doesn't Fly With Us video

Be featured in the campaign video, turn to the next page to find out how...

Social media

Post from your company's channels - you could post photos from your event, or make use of the campaign [social media toolkit](#) and [campaign images provided here](#). Encourage staff to post their photos from the event on social media with the hashtag #ItDoesntFlyWithUs and tag [@ROUTESPartners](#).



FOLLOW UP

Assess the situation

Use the ROUTES Dashboard [Route Risk Tool](#) to identify flight paths where trafficking is more likely to occur, and the [Country Profile Map](#) to find out what species and products have been seized most often in your area and the trafficking methods used.



You've raised awareness and established levels of understanding among staff, and you've shared externally what action you're currently taking. Now it's time to address those training gaps and think about how you can bolster your anti-wildlife trafficking efforts.

Adopt a strategy

Explore and adopt actions that others in your sector are taking, for example:

- Signing the [United For Wildlife Buckingham Palace Declaration](#)
- Developing a zero-tolerance policy on wildlife trafficking
- Strengthening communications with enforcement at your airport
- Including wildlife trafficking prevention training in induction and refresher programs:
 - [One-hour training sessions and half-day workshops](#)
 - [Role-specific 30-minute e-learning courses](#) available for:
 - check-in staff
 - cabin crew
 - cargo/ baggage screeners
 - passenger screeners
 - cargo acceptance
 - ground handlers



BE ON FILM

This campaign aims to promote the heroes who are working hard behind the scenes to keep trafficked wildlife out of the skies by putting together a video featuring YOU.

The video will be a montage of clips including employees from different air transport companies saying the campaign slogan and giving statements about wildlife trafficking. The video will feature **as many companies as possible**, including people from in a **wide spectrum of roles** across the aviation industry.

Make sure you're featured!

Submit your videos to ROUTES so you can spot yourself and your colleagues and share the video to promote your company when the video is released in the summer.

What can you contribute?

Make a statement

Film yourself or staff saying a short, punchy statement (no longer than 8 seconds). Some inspiration:

- Why is combatting wildlife trafficking important to you?
- What motivates you? E.g. love of wildlife, links between a healthy environment and human health, social responsibility...
- How do you put your anti-wildlife trafficking knowledge and skills to use in your daily work?
- Any experiences of encountering wildlife trafficking?
- How easy is it to get involved?

“It Doesn’t Fly With Us”

Film yourself and your colleagues saying the campaign slogan “It Doesn’t Fly With Us” in any language.

Preferred video/ audio specs

Video Resolution: 1080p HD (1920x1080) or 1440p Quad HD (2,560x1,440)

Frame Rate: 24 FPS, 23.976 FPS, or 29.97 FPS

Video File Format: MOV, QT, or AVCHD (H.264/MPEG-4)

Audio Bitrate: 128 kbps or higher

Audio Codec: AAC

NB this is guidance only, and you don’t need special equipment - you can use your computer or phone’s camera if needed.

Ready to get involved? Submit your photos and videos to cressida.stevens@traffic.org by July 16 and do not hesitate to get in touch for further guidance.



An insight into your efforts

Send video footage or photos of staff engaging with your Step Up campaign, posters displayed by staff or in airports, or staff participating in training events.

Display the campaign poster

A very simple way to participate - just take a photo or video of yourself/ your colleagues holding up [the campaign poster](#).

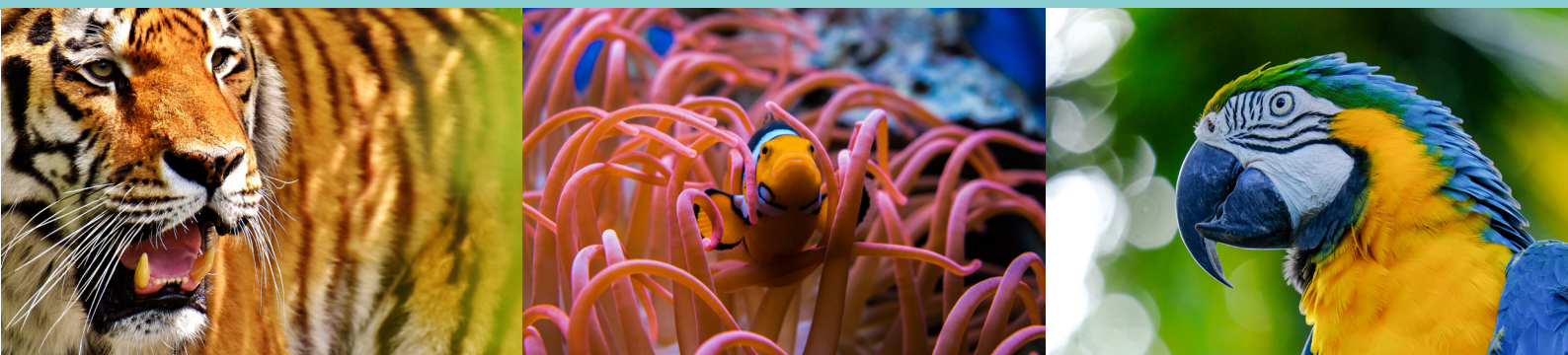
Don’t have access to a printer? No problem - a handwritten poster with the words “It Doesn’t Fly With Us” is great too.



Important!

By submitting photos and footage to us, you are allowing them to be used in the creation of this video which will be published online and shown at events.

Ensure that you have permission from anyone featured in your photographs and footage, that they don’t contain sensitive information and that you have the copyright permissions required to share them for this purpose.



About ROUTES

The USAID Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) Partnership is an innovative and transformational partnership that brings together international conservation organizations, donors, government, and the transportation and logistics industry for a multi-year, collaborative program to combat illegal wildlife trafficking internationally.



TRAFFIC
the wildlife trade monitoring network

About TRAFFIC

TRAFFIC is a leading non-governmental organisation working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development. For more information, visit traffic.org or follow TRAFFIC on Facebook and Twitter @TRAFFIC_WLTrade.

About United For Wildlife

The United for Wildlife Transport Taskforce, led by The Duke of Cambridge, aims to engage the transport sector in identifying and developing relevant and targeted solutions to wildlife trafficking. The Taskforce brings together stakeholders including airports, airlines, shipping companies with law enforcement and other agencies to facilitate action led by the private sector.

united
for
wildlife



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