

Conservation - A New Approach

Breaking The Brand

Despite valiant efforts, billions of dollars and years of campaigning, conservation, in the main, appears to be losing the battle to save species, environments and biodiversity.

This is hardly surprising given the world population exceeded 7 billion in 2012 with the global population expected to reach between 8.3 and 10.9 billion by 2050. All of these people will rightly demand water, food and energy. These and the additional components of the lifestyle they desire need to be considered when designing future conservation strategies.

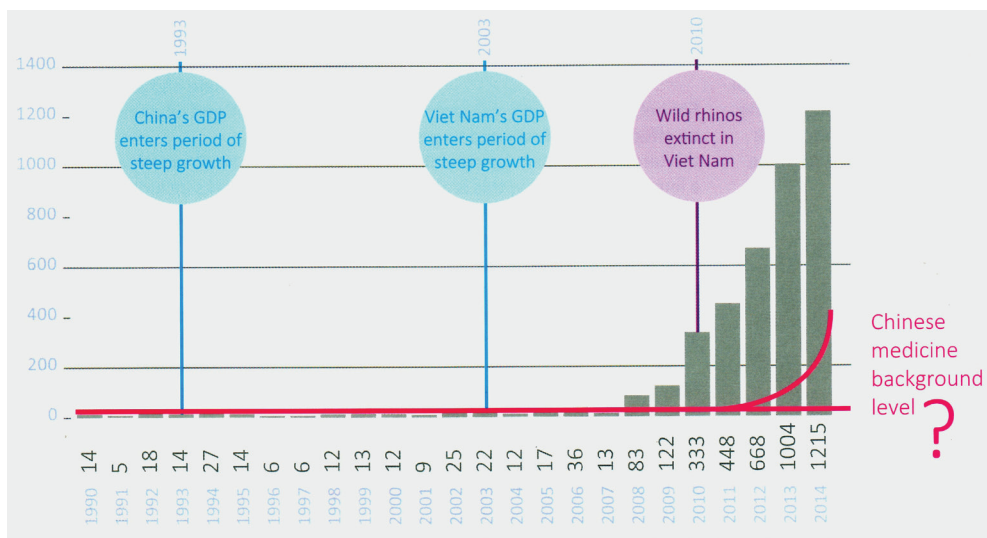


Figure 1. Rhinos killed by poachers in South Africa

Conservationists are understandably concerned when economics is put on the table when discussing the future of the environment and protection of wildlife. Understandably, because too often they have seen that this has resulted in letting greedy, destructive forces have their way. But for conservation to be successful on the scale we want, and some might say need, we have to take account of the power of

human behavior. By incorporating behavioral economics into conservation strategies we not only get a better understanding of how people change their mind, but we can proactively steer behaviour change to support people make more informed choices.

Many people around the world have never listened to conservation messages. Until recent decades they have simply been trying to survive, so conservation has simply not been on their radar. People who did once listen have started to switch off. For too long they have heard the same messages, just being said more loudly, whilst seeing the natural world become more depleted. The lack of significant, positive progress has made them apathetic when it comes to taking action.

Only by understanding the effects of social, cognitive and emotional factors on the economic decisions individuals make will we have the ability to influence and shape them. We must put ourselves in their shoes, not simply demand they listen to our opinions. By delivering a message in a currency that the other party relates to, even if it does seem distasteful to us, we can start, re-start or change the conversation. This can lead to behaviour change in purchasing and lifestyle decisions.

This is the objective of Breaking The Brand. By understanding the motivation of the primary users of illegal and/or endangered wildlife products we aim to build campaigns to influence the patterns of purchasing behaviour – our initial target was focused on the demand for rhino horn in Viet Nam and throughout Asia which is causing the current killing spree.

Just as with illicit drug use, focusing efforts on the supply side alone has shown no long-term reduction in usage. Given the value of rhino horn in Asia even high tech anti-poaching techniques are unlikely to be enough when it's worth spending \$50K-\$100K to obtain a single horn.



One of the posters designed for Viet Nam



It's quite possible that the rhino horn you give to your sick child will poison him.

In both Africa and Asia they are serious about protecting rhinoceroses from extinction. So the horns are being injected with toxins such as organophosphates while on the live animal.

The poachers know this. If they illegally kill the animals and sell the horns to dealers in Viet Nam, they know they will poison anybody who consumes it.

The only way you will know if you have poisoned your child with rhino horn is when they become very sick with nausea and diarrhoea. These toxins can also have long-term effects on the central nervous system and on brain development.

Why take the risk of giving your child poisoned rhino horn?

The trade in rhino horn to Viet Nam is wiping out a species.

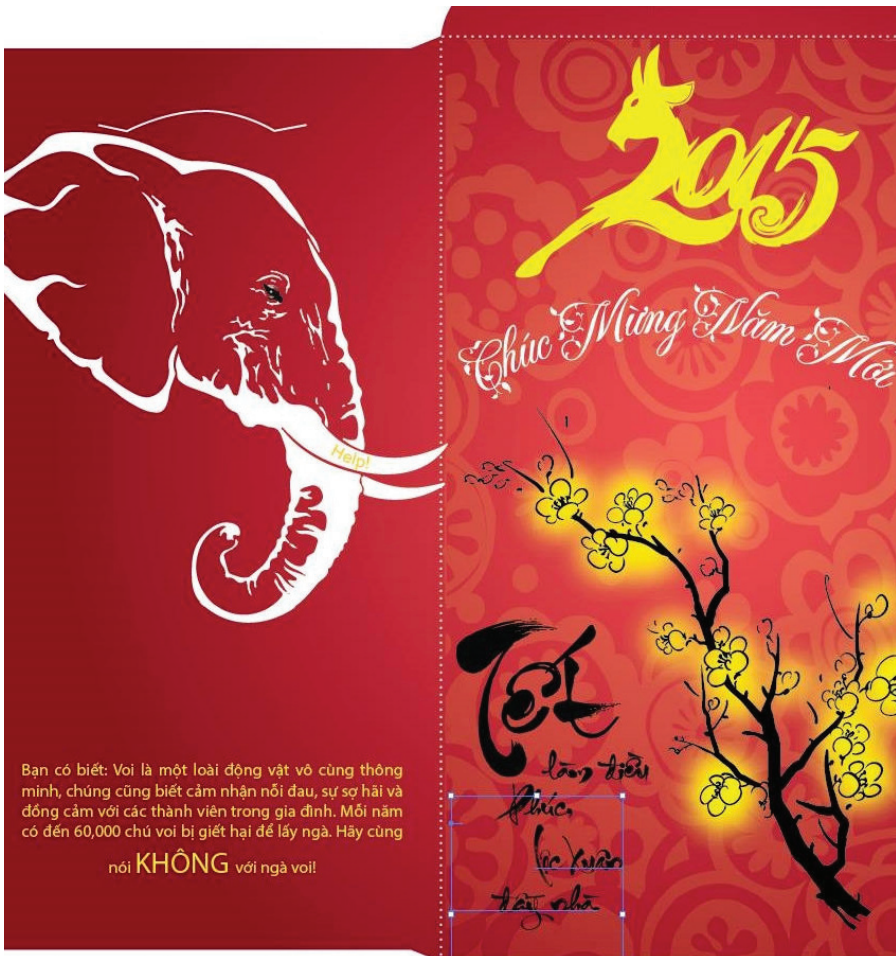


Another poster with full text. A Vietnamese language version was distributed

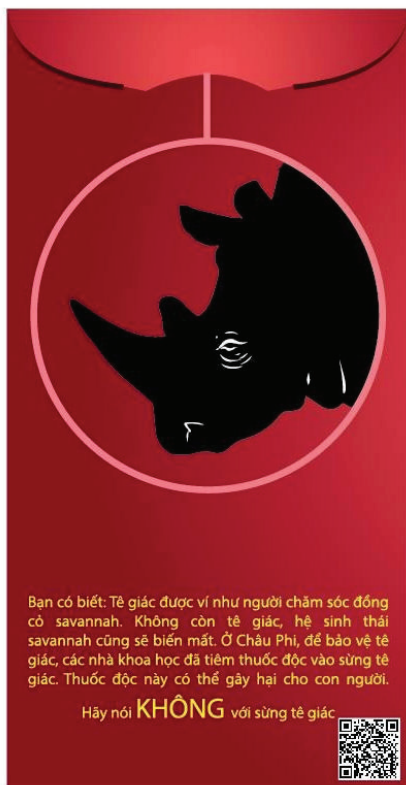
Red Envelopes

For our Vietnamese New Year campaign Breaking The Brand is delighted to be able to join forces with WildAct Viet Nam. The founder of WildAct Viet Nam, Trang Nguyen, and the WildAct team have created a fantastic initiative to be rolled out for the New Year celebrations. Their red envelopes raise awareness about the impact of purchasing wildlife products, which is particularly important given the demand for these products increases at this time of year.

Trang Nguyen: “In Vietnam and other Asian society, red envelope plays an important role at social and family gathering, such as the Traditional Lunar New Year. In Vietnam, red envelopes are used to give lucky money to children or elders in the family. They are generally given by adults, where a greeting offering health and longevity is exchanged by the young.



WildAct’s specially designed red envelopes have messages that call for people to stop consuming rhino horn and ivory. 10,000 red envelopes have been distributed throughout Vietnam for the Lunar New Year event. By using our red envelope, a message on the rhino horn/ivory consumption will also be distributed to their family members, friends and relatives. A QR code has been placed at the back of the envelope, where user can scan with their smartphone and the code will take them to our website to learn more about elephant and rhino crisis in Africa. We hope people will be aware of the crisis in the Lunar New Year, especially the demand for wildlife products tend to be at its highest in the festive season.”



Pilot Campaign

With the support of the global advertising agency Grey Group, the Breaking the Brand project team has created a pilot campaign targeting the primary users of rhino horn in Viet Nam. The series of 5 adverts has been designed to test the 2 motivations to stop using rhino horn:

- A perceived negative impact on the health of the user
- A perceived negative impact on the status of the user (in the eyes of his peers)
- And to also test if there is any level of empathy with the animal



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|---------------|----------------|---------------|-----------------|------------|------------|------------------------------|---------------------|---------|
| NOT EVALUATED | DATA DEFICIENT | LEAST CONCERN | NEAR THREATENED | VULNERABLE | ENDANGERED | CRITICALLY ENDANGERED | EXTINCT IN THE WILD | EXTINCT |
| NE | DD | LC | NT | VU | EN | CR | EW | EX |



Geographical range

Amazing Species: Sumatran Rhinoceros

The **Sumatran Rhinoceros**, *Dicerorhinus sumatrensis*, is listed as 'Critically Endangered' on the IUCN Red List of Threatened Species™. It is currently restricted to Sabah (Malaysia) and Sumatra (Indonesia), and a renewed effort has been initiated to authenticate its existence in Peninsular Malaysia. This is the smallest of all the rhino species and is distinguished by coarse hair covering most of its body.

The main threat to the Sumatran Rhinoceros is poaching. Hunting is primarily driven by the demand for the horns which are highly valued in traditional Chinese medicine, and many centuries of over-hunting has reduced this species to a tiny percentage of its former population and range. Present numbers have been estimated to range between 150 and 220 individuals only. As a result, breeding activity is infrequent, successful births are uncommon, and there is a severe risk of inbreeding.

The species has been included on CITES Appendix I since 1975, prohibiting its international trade, and is legally protected in all range states. Existing habitats of Sumatran Rhinoceros need to be protected if this species is to persist in the wild, and there are ongoing efforts to develop managed breeding programmes in both Indonesia and Malaysia.

- www.iucnredlist.org
- www.rhinos-irf.org/asrsg
- [Help Save Species](#)
- www.arkive.org



The production of the IUCN Red List of Threatened Species™ is made possible through the IUCN Red List Partnership.