

# WORLD RHINO DAY IN CHINA



## HAVE YOU HEARD OF WEIBO?

WELL, YOU PROBABLY HAVE IF YOU COME FROM CHINA OR HAVE SPENT MUCH TIME THERE. WEIBO IS A MICROBLOGGING SITE – ESSENTIALLY THE CHINESE VERSION OF TWITTER – WITH MORE THAN 460 MILLION MONTHLY ACTIVE USERS!

Jon Taylor | Deputy Director

**T**RAFFIC – the wildlife trade monitoring network – have a very active team in China, and on World Rhino Day 2019 we supported TRAFFIC’s China team to share vital rhino conservation messages (just like these below) through Weibo. Each campaign message was carefully created with



“ WILD RHINOS ARE THREATENED BY POACHING AND THE ILLEGAL WILDLIFE TRADE, DRIVEN BY PEOPLE’S DEMAND FOR THE HORNS.

“ USING RHINO PRODUCTS AS DECORATIONS OR FOR TRADITIONAL MEDICINE IS NO LONGER SOCIALLY ACCEPTABLE.

“ THERE IS A BAN ON THE DOMESTIC TRADE OF RHINO HORN IN CHINA AND PUNISHMENTS CAN BE SERIOUS.

high-risk consumers in mind, so that when an individual reads a post, it has the greatest possible impact.

Meanwhile, on the same day in Beijing, a public workshop on sustainable tourism was shared, highlighting the threat that the illegal wildlife trade brings to rhinos. The workshop reached many within the tourism industry, with an audience including leading travel agencies, industry partners and interested tourists themselves.



Throughout the workshop – organised with our partners WWF and TRAFFIC – participants learnt about responsible tourism and the domestic and international laws that relate to illegal wildlife products.

Persuading people in any part of the world to change their behaviour takes a long time, particularly if they see that behaviour as part of their tradition and self-identity. Just try persuading the Brits to eat less fish and chips! The work is complex and progress can be difficult to see, but learning new ways of valuing wildlife and nature is vital if the current trend of biodiversity loss is to be reversed.

Working with partners in countries where the demand for illegal rhino horn is high, we’re confident that we can make change happen.