



Rhinos & the IUCN Red List

Black rhino
Diceros bicornis

<CR>

In-situ population* 5,366–5,627

IUCN RED LIST CLASSIFICATION
Critically Endangered Considered to be facing an **extremely high risk** of extinction in the wild

Northern white rhino
Ceratotherium simum cottoni

<CR>

Population 2 in Kenya (introduced)

IUCN RED LIST CLASSIFICATION
Critically Endangered Considered to be facing an **extremely high risk** of extinction in the wild

Southern white rhino
Ceratotherium simum simum

<NT>

In-situ population* 17,211–18,915

IUCN RED LIST CLASSIFICATION
Near Threatened Is close to qualifying for or is likely to qualify for a threatened category in the near future

Javan rhino
Rhinoceros sondaicus

<CR>

In-situ population* 65–68

IUCN RED LIST CLASSIFICATION
Critically Endangered Considered to be facing an **extremely high risk** of extinction in the wild

Greater one-horned rhino
Rhinoceros unicornis

<NT>

In-situ population* 3,588

IUCN RED LIST CLASSIFICATION
Vulnerable Considered to be facing a high risk of extinction in the wild

Sumatran rhino
Dicerorhinus sumatrensis

<CR>

In-situ population fewer than 80

IUCN RED LIST CLASSIFICATION
Critically Endangered Considered to be facing an **extremely high risk** of extinction in the wild

Rhino conservation

Where we're at

Cathy Dean | CEO

For the third year running, the number of rhinos poached across Africa has continued to decrease, thankfully dipping below the 1,000 mark in 2018, with a total of 892 rhinos killed for their horns. While this is still too many (it works out at an average of more than two rhinos killed each day), it is a positive sign.

However, poaching is not the only issue that rhinos face: prolonged drought in two major range states for rhinos, South Africa and Namibia, is making population growth extremely challenging. Despite the dedicated efforts of rangers and conservation managers across Africa and Asia, the most up-to-date figures show the

global rhino population to be just 27,296 (as at end of 2017).

As global efforts continue to try to reduce poaching and stop the illegal trade in rhino horn, we must simultaneously find, create and provide healthy, resilient habitats to bring stability – and hopefully, growth – for all rhino species.

Our latest work to reduce illegal horn trade in Vietnam

Jon Taylor | Deputy Director

Just like campaigns run by health organisations to encourage us to eat better and exercise more, behaviour-change campaigns are delivered in Vietnam to stop the use of illegal rhino horn. Vietnam is a key market for traffickers of illegal wildlife products and of rhino horn in particular. Rhino horn is seen as having medicinal properties, a belief stemming from its use in Traditional Chinese Medicine, but it is also a status symbol, being owned or given as a gift to reflect a person's wealth and success.

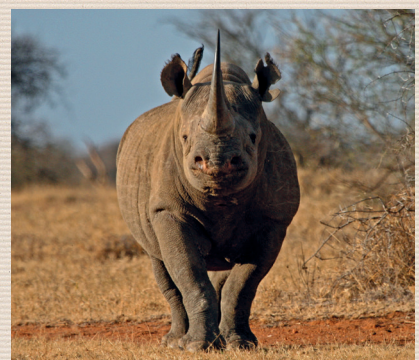
A few years ago, we partnered with TRAFFIC, the wildlife trade monitoring network, to run the 'Chi' campaign. Chi translates to 'strength from within' and it was this concept that we shared with successful Vietnamese businessmen, encouraging them not to use rhino horn.

Now, we're working together to reduce the illegal demand from another sector in Vietnam – government officials. This is the first project of its kind to tackle the use of an illegal wildlife product among this user group and, as you might imagine, the involvement of government officials makes the project particularly sensitive.

Before we can change anyone's behaviour, we must first understand

why and under what circumstances they consume rhino horn, and the best way to do this is through a comprehensive survey. To carry out such a survey with government officials, the project has partnered with Vietnam's Central Committee for Propaganda and Education (CCPE), the State's main communication entity.

In June and July 2019, the carefully curated questionnaire was sent to participants within managerial or senior officer positions in government. When the results came in, we were surprised at the frankness of participants, who were willing to have candid, open discussions about rhino horn usage. The team will use these results to develop a campaign with the latest social and behavioural change approaches, addressing the illegal rhino horn use among government officials.



OLUJOLU CONSERVANCY

*In the countries in which they naturally occur