



**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\*** 65–88

**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.

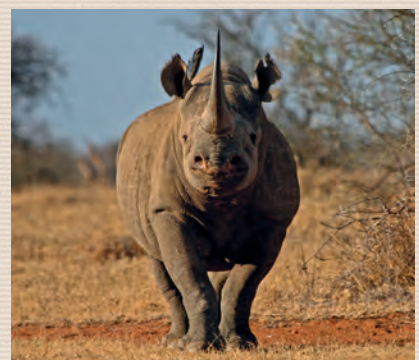
A few years ago, we partnered with TRAFFIC, the wildlife trade monitoring network, to run the 'Chi' campaign. Chi translates to 'strength from within' and it was this concept that we shared with successful Vietnamese businessmen, encouraging them not to use rhino horn.

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.



OLUJOGI CONSERVANCY

\*In the countries in which they naturally occur



# African rhinos

The bar chart below shows the breakdown of the number of rhinos killed per country per year. The current crisis took off—in terms of the impact of cases on national rhino populations—in Zimbabwe in 2008. As you can see, before this, in the early 2000s, rhino poaching across Africa was negligible.

Once the 'soft targets' in Zimbabwe were exhausted, poaching gangs turned their attention to neighbouring countries. South Africa, which is home to around 80% of Africa's rhinos, was hit hard, with steep increases from 2009 to 2014.

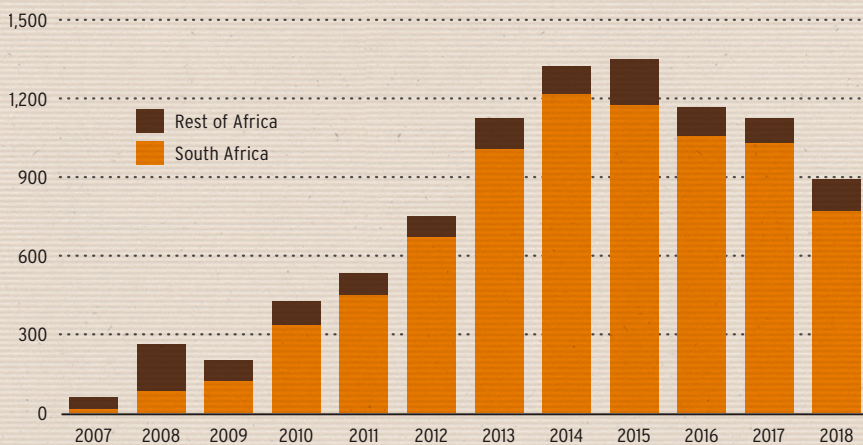
South Africa continues to experience the highest number of poaching incidents today—769 in 2018; the first time since 2012 that the total number for the country has been less than 1,000.

Unfortunately, a decreasing trend has not been the case for every country that is home to rhinos. Tightened security and stronger anti-poaching efforts seem to be pushing criminal syndicates into previously quiet poaching territory.

Botswana, which initially experienced very few poaching incidents, had 12 rhinos poached in 2018, approximately 2.4% of the national population. Increases were also seen in Zambia (two rhinos, up from zero) and Namibia (57 rhinos, up from 44 the previous year). On the plus side, poaching has decreased in Kenya for the fifth year in a row, down to four animals.

The changing numbers are proof that we need to maintain strong law-enforcement efforts. Poaching syndicates' methods continuously evolve, reducing the risk of being caught by moving to new locations, using better equipment and changing networks. We need to improve our tactics, collaborate and learn from previous experiences if we are to get ahead of these serious criminals. There is much to do.

Figure 1 | African rhino poaching, 2007– 2018



# Asian rhinos

The story is very different for the three rhino species in Asia, which all exist in much smaller numbers than their African counterparts. Poaching is a concern, but the main threat is lack of sufficient, healthy habitat.

Javan and Sumatran rhinos each have fewer than 80 animals left: increasing their numbers is critical. For both species, recovery lies in successful breeding. With enough space and high-quality nutrition, Sumatran and Javan rhinos can increase their numbers.

Efforts to bring the remaining Sumatran rhinos closer together are underway (more about this on pages 36–37), giving the isolated rhinos hope for the future. Finding new suitable habitat is the key objective

for Javan rhino conservation, as the last 65-68 all live in just one location: Ujung Kulon National Park, making them particularly vulnerable to disease and extreme weather events, both of which have the potential to wipe out the entire species.

Greater one-horned rhinos (pictured below) are the most populous Asian species, yet there are still fewer than 4,000. Poaching is more common for this species but, thankfully, incidents

in recent years have declined (41 rhinos were poached in 2013, down to fewer than 10 in 2018).

The overall population continues to grow, but a spike in natural deaths in Chitwan National Park in Nepal has sparked concern that their key habitats are at maximum Ecological Carrying Capacity. Only further research and effective future management will ensure that their numbers continue to rise.



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