

IFAW's Report to 21st Century Tiger
April 2012

I. Project Development

- 1. Publish and promote a children's book on the plight of the tigers, through online media and a viral campaign, and conduct two book promotional events with celebrity participation.**



IFAW tiger book Run, tiger Run

IFAW published the two books on the plight of tigers and elephants as part of the wildlife book series early in 2012. The tiger and elephant books, respectively named “Run, tiger Run” and “I am Laura, the Elephant” reached bookstores in China and online in January. A book promotional event with the theme of “Read it, Love it, Protect them” was held on January 4, 2012 at the famous Beijing Sanlian Book Store. Both books were published by IFAW in collaboration with Trends Book and encourage young readers in China to take action to save animals and their habitats. The celebrities - famous playwright Shi Hang and Singer Xiao Wei - were invited to attend the event to share their thoughts on animal protection and their stories of animals. A play to show the bloody truth behind wildlife trade was performed by IFAW staff and two volunteers and touched many hearts at the event. Around a hundred people attended and more people were involved through IFAW and its partners' micro-blogs.



IFAW new book launch event was co-organized with Trends Book, Sina Green Channel, and Sanlian Book store.



Lisa Hua from IFAW gave a talk on the threats to tiger and elephant.

A traveling photo exhibition was simultaneously launched with the wildlife book series. Based on the books, the exhibition articulates the devastating impact on animals from wildlife trade. As the first stop of the exhibition, the Sanlian Book Store will exhibit the photos for one month. The second stop was at E-plaza at Zhongguancun. More exhibitions are planned in shopping centers, libraries and universities in the next few months to educate more people to say No to wildlife trade.

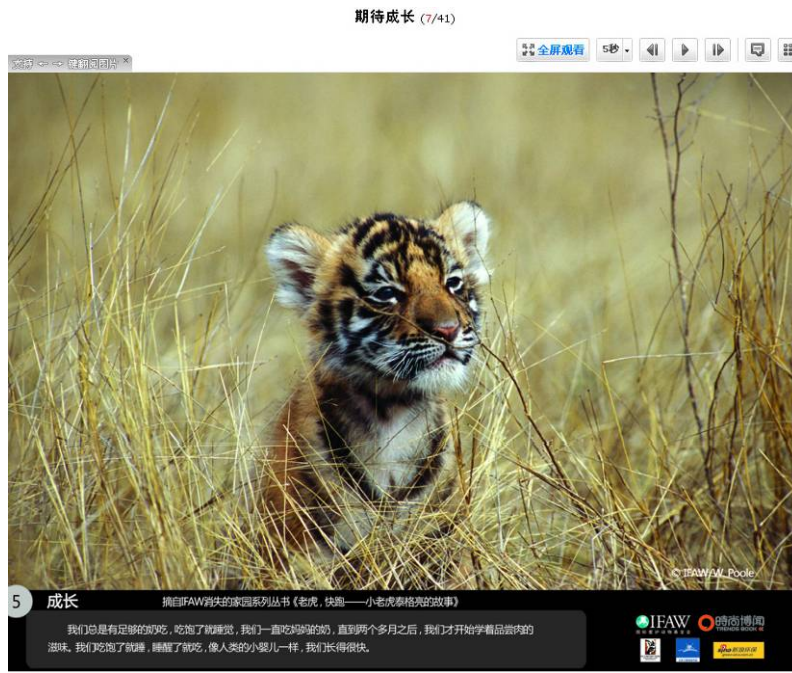


Photo exhibition in Sanlian Book Store



Photo exhibition in Zhongguancun E-plaza

Sina Green Channel held an online photo exhibition to help spread IFAW messages to refuse trade in wildlife. The online exhibition was promoted in China's most popular micro-blog site and attracted 480 forwards and 67 comments.



1月20日 15:16 来自新浪微博 | 举报

转发 (480) | 收藏 | 评论 (87)

An online photo exhibition was held by co-operating with Sina Green Channel

Another event to promote the books was held in Xidan Book Store, the biggest book store in Beijing, on March 17, 2012. The goal was to attract the interest and attention of the media and the general public and promote greater awareness of the threats to tigers. Around 100 people attended the event and more than 500 people signed petition to show their commitment to protect tigers and refuse tiger products.



An online activity was set up on IFAW's micro-blog to promote the book. 5,361 people engaged in the activity – making it the most popular book-related online activity held on Sina's micro-blog (Weibo, Chinese version of twitter). IFAW's micro-blog on the book promotion received 5,446 forwards and 1,946 comments to echo IFAW's message "Say No to Wildlife Products".



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2. **Continue to monitor illegal trade of tiger parts and products online and report the information to the relevant agencies for prompt deletion and investigation. IFAW will actively engage online websites to ban tiger trade and raise awareness among online shoppers.**

(1) Regular online wildlife trade monitoring

Data including names and websites of illegal retailers from IFAW regular online wildlife trade monitoring were reported to law enforcement agencies. 571 tiger parts and products were found during the 2011 November monitoring. Data was shared with the multi-agency task force to take action. The Ministry of Industry and Trade had informed the relative websites to better regulate the websites and eliminate all illegal products. This data should encourage law enforcement officials to focus on the online trading sector.



Screenshot of the website selling tiger paw

Evasive trading methods such as different names used for wildlife products by illegal traders to evade detection were captured in IFAW's regular online monitoring. This information was passed on to the online shopping sites to create and update an online screen which can filter listings matching those key words for elimination.

(2) Tiger wine auction was called-off by Chinese government with the information provided by IFAW

While monitoring online sites, IFAW discovered that a Chinese auction of traditional health tonics was scheduled for Saturday, December 3, 2011 in a Beijing hotel and would feature at least 400 bottles of wine made from tiger bone. This auction of tiger bone wine was in blatant disregard of the global trade ban on tiger parts and derivatives. IFAW immediately alerted Chinese authorities about this pending illegal trade and urged them to shut down the auction. Supporters were encouraged to contact the government and push them to stop the auction. 404 people forwarded IFAW's call and 93 comments were left to support IFAW to stop the auction within the space of one weekend. China forestry police took decisive action to prevent the illegal trade. The Auctioneer announced that the tiger wine would not be placed on auction according to instructions from the government. The China Forestry Department then issued a notice applying China's 1993 trade ban on tiger and rhino products to all auctions.



Website information on tiger bone wine auction



Tiger bone wines were displayed on the shelves before the auction as a preview



+加标签

2011-12-1 18:54 来自新浪微博

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评论 (93) | 转发 (404)

404 people forwarded IFAW's call and 93 comments were left to support IFAW to stop the auction

(3) Attending the online trade fairs

Attending the online trade fairs is part of IFAW's effort to engage online shopping companies to conduct business ethically, to collaborate with IFAW in consumer awareness campaigns, to establish and enforce stringent online policies to ban wildlife trade.

Taobao Internet Trade Fair was held in Hangzhou and Shanghai in September and December of 2011. IFAW was invited to attend the fairs to educate the public with the theme "Why Can't We Sell/Buy Them" and "Say No to Internet Wildlife Trade". More than a thousand people came to IFAW's booth. By displaying video and distributing materials, visitors, especially Taobao registered users, were encouraged to report illegal wildlife trade online and reject consumption of wildlife products. The trade fair was used as a platform to educate the public to understand more about wildlife conservation and how they can take action to help animals. People were astonished when they found out that fewer than fifty wild tigers are left in China. How tiger trade threatens the survival of wild tigers was also explained by IFAW staff. By knowing the facts, visitors started to understand the urgency and necessity to protect wild tigers. Keywords were listed on a board and visitors were encouraged to search on their own and report any illegal internet wildlife trade that they discovered.



IFAW's booth in Hangzhou Internet Trade Fair



IFAW's booth in Shanghai Internet Trade Fair

3. **Revamp and maintain the Love Tiger website to excite the younger generation in China by creating micro blogs, e-magazines and other online interactive activities.**
 - (1) Maintain the Love Tiger website and create micro blogs

Considering that micro-blog (Weibo, Chinese version of twitter) has become the fastest and most interactive way of online communication outpacing static websites, we decided to integrate a micro-blog into the Love Tiger website. The tiger and elephant book promotional micro-blogs generated more than 6,000 forwards and more than 2,000 comments in a short period. It demonstrates the popularity and the power of more interactive micro-blogs versus static websites.



News updates on the Love Tiger website





5361 people attended IFAW book promotion on Sina Micro-blog, 5655 people forwarded IFAW micro-blog and 1971 people left comments

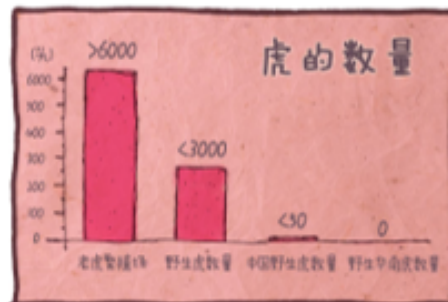
(2) Creating e-magazines

To reach out to the netizens, an e-magazine with the theme of “Say No to Wildlife Trade” was designed. The cartoon is being used as another vehicle to spread the IFAW’s messages. The e-magazine is planned to be sent out by partnering with popular social media websites aimed at younger readers.



老虎篇

老虎，猫科动物，是当今亚洲现存
处于食物链顶端的食肉动物之一，
是最为完美的捕食者。



你和老虎您能做什么？
请对虎制品说“不”！



E-magazine designed on topic of Say No to Wildlife Trade.