



USAID REDUCING DEMAND FOR WILDLIFE

USAID Reducing Demand for Wildlife works to end wildlife trafficking in Southeast Asia and China, focusing on elephant ivory, rhino horn, and tiger and pangolin products, which are among the top species illegally traded in these global wildlife trafficking “hotspots.” In accordance with the U.S. Government’s Eliminate, Neutralize, and Disrupt Wildlife Trafficking Act of 2016 (END Act) and the U.S. Presidential Executive Order on Enforcing Federal Laws with Respect to Transnational Criminal Organizations and Preventing International Trafficking 2017, this program addresses wildlife trafficking as a transnational crime. Wildlife trafficking drives extinctions, spreads zoonotic diseases that threaten human lives, harms livelihoods, and has links to organized criminal networks.

USAID coordinates closely with the Association of Southeast Asian Nations (ASEAN) and works with lawmakers, law enforcement bodies,

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and regional and local partners to reduce the demand as well as the supply of illegal wildlife products.

REDUCING CONSUMER DEMAND

USAID Reducing Demand for Wildlife reduces demand by implementing Social and Behavior Change Communication (SBCC) campaigns to change attitudes, social acceptability, and desirability of wildlife products. Using the wealth of data collected during the previous program, USAID Reducing Demand for Wildlife demonstrates approaches and tools for partners and stakeholders across the region to emulate. The program is developing new phases of successful campaigns in China and Thailand, and new campaigns for travelers who are potential buyers of illegal wildlife in other countries. Reducing Demand for Wildlife will establish principles for maximizing the potential for SBCC techniques to reduce demand for wild meat and wildlife products, thereby curbing a significant pathway for exposure to zoonotic pathogens and spillover.

REDUCING SUPPLY THROUGH STRENGTHENED REGULATORY AND ENFORCEMENT SYSTEMS

USAID Reducing Demand for Wildlife reduces supply by advancing rational, comprehensive regulatory and enforcement systems. The program convenes policy makers, legislators, enforcement officials, prosecutors, and judges to review the region's wildlife law regulatory and enforcement systems through regional bodies, such as the working groups of the ASEAN Secretariat, the ASEAN Inter-Parliamentary Assembly, ASEAN Chiefs of National Police, and the Asian Judges Network for the Environment. The program works to harmonize and link the different policy, legislative, and enforcement frameworks present in the region and supports the leadership of these regional institutions in developing plans and priorities. USAID Reducing Demand for Wildlife supports ASEAN leadership, including the government of Thailand, in the implementation of the Plan of Action for ASEAN Cooperation on CITES and Wildlife Law Enforcement (2021-2025).

EXPECTED RESULTS

This 18-month program will improve regional partners' engagement in SBCC as a wildlife demand reduction strategy reduce demand for and intention to purchase wildlife products, strengthen counter wildlife trafficking collaboration between regional and government partners in ASEAN, increase cooperative efforts and agreements to tackle transnational wildlife crime, and inform stakeholders' decision making in counter wildlife trafficking.

CONTACT INFORMATION

For more information, please visit www.usaid.gov/asia-regional or info-rdma@usaid.gov.