



**PUBLIC AWARENESS & EDUCATION CAMPAIGN
ON
CURBING ILLEGAL WILDLIFE TRADE AND POACHING
UNDER NEMO II**





Overall goal

To undertake a multi-year and nationwide awareness and education campaign influencing individual behaviors and social norms on illegal wildlife trade and poaching.





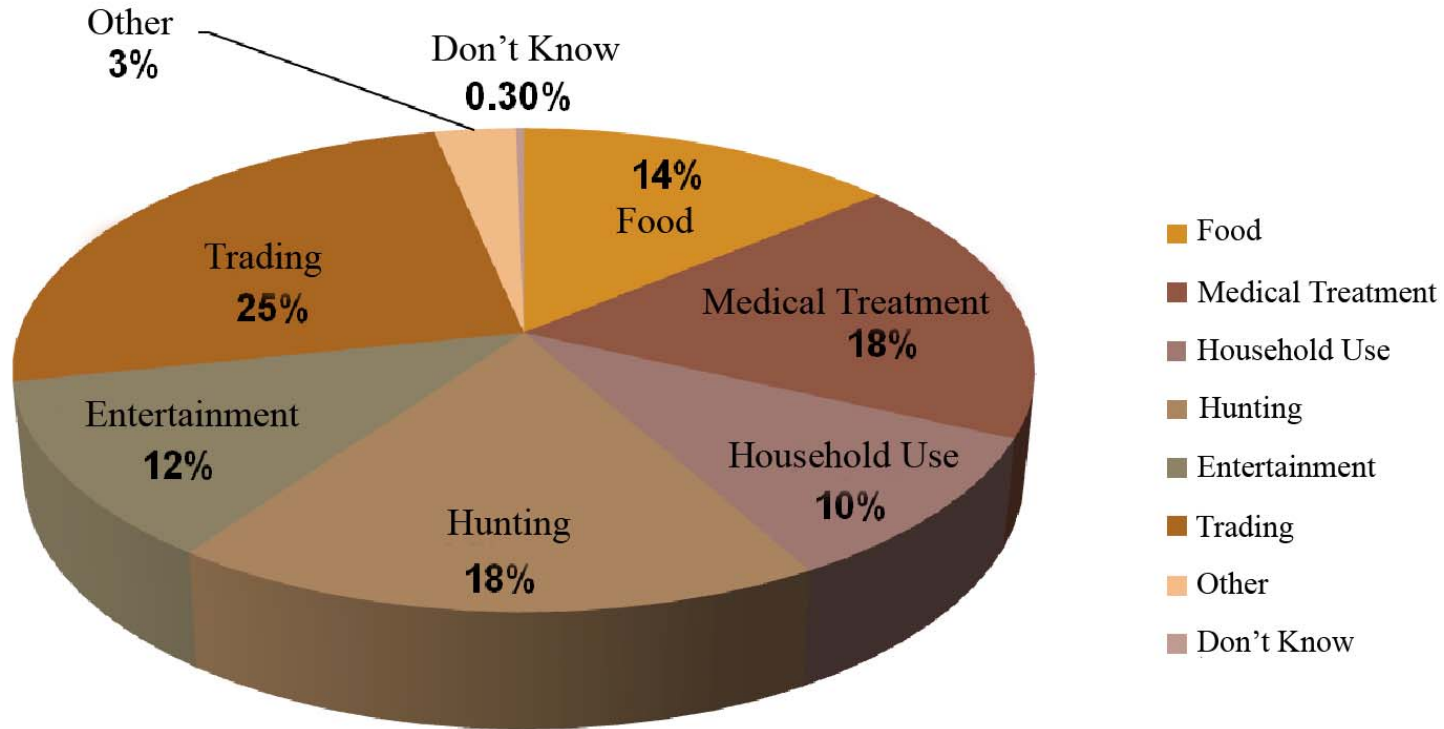
PRE-CAMPAIGN SURVEY ON KAP AND PUBLIC MISPERCEPTIONS/BELIEVES ON USE OF WILDLIFE PRODUCTS

- The survey targets the identification and assessment of overall public awareness of, and feedback on, the current state of illegal wildlife trade; use for medical treatment and commercial purposes, as well as at integration of the survey results with the project activities in order to make contributions in reducing illegal trade and use of wildlife products.
- Methodology: targeted survey with questionnaire filled in by 223 individuals at selected locations
- Objectives: Identify the current wildlife product consumption levels and main factors influencing it;
- Identify and assess the state of public awareness and attitudes toward wildlife trade and relevant legal environment;
- Integrate public feedback and comments into the conservation of endangered wildlife species;



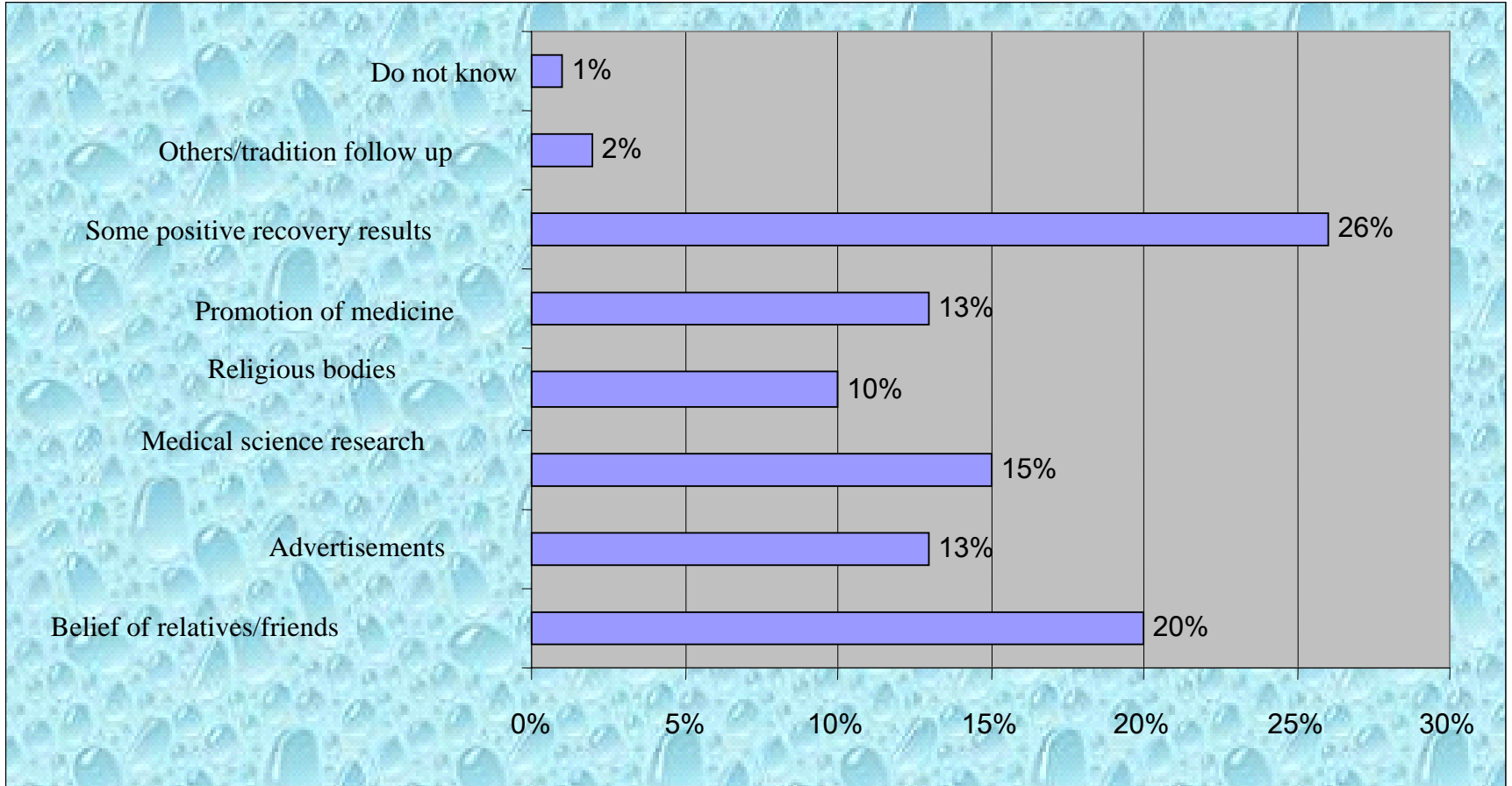


Survey highlights: Main causes of wildlife decline



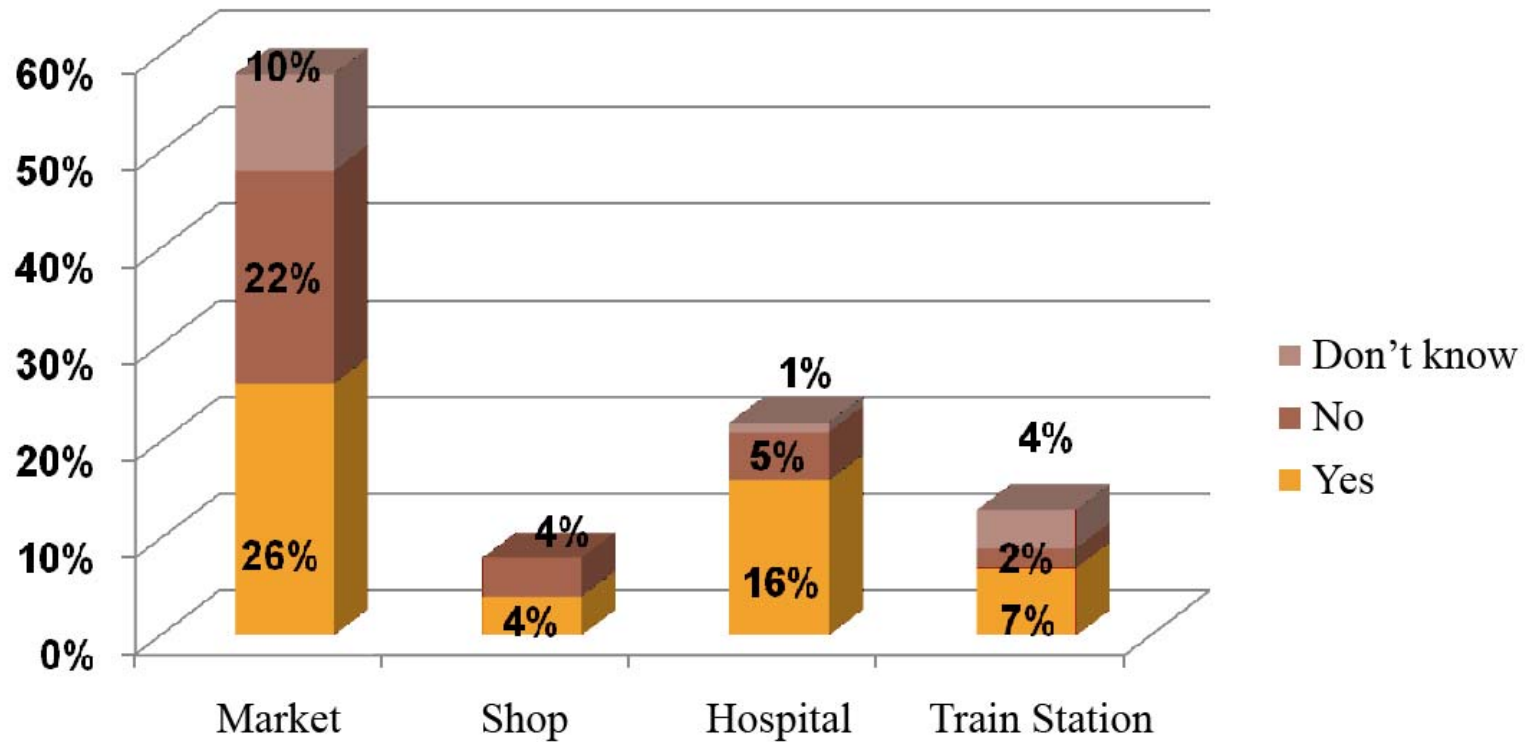


Survey highlights: Most influential factors on the use of wildlife products for medical treatments



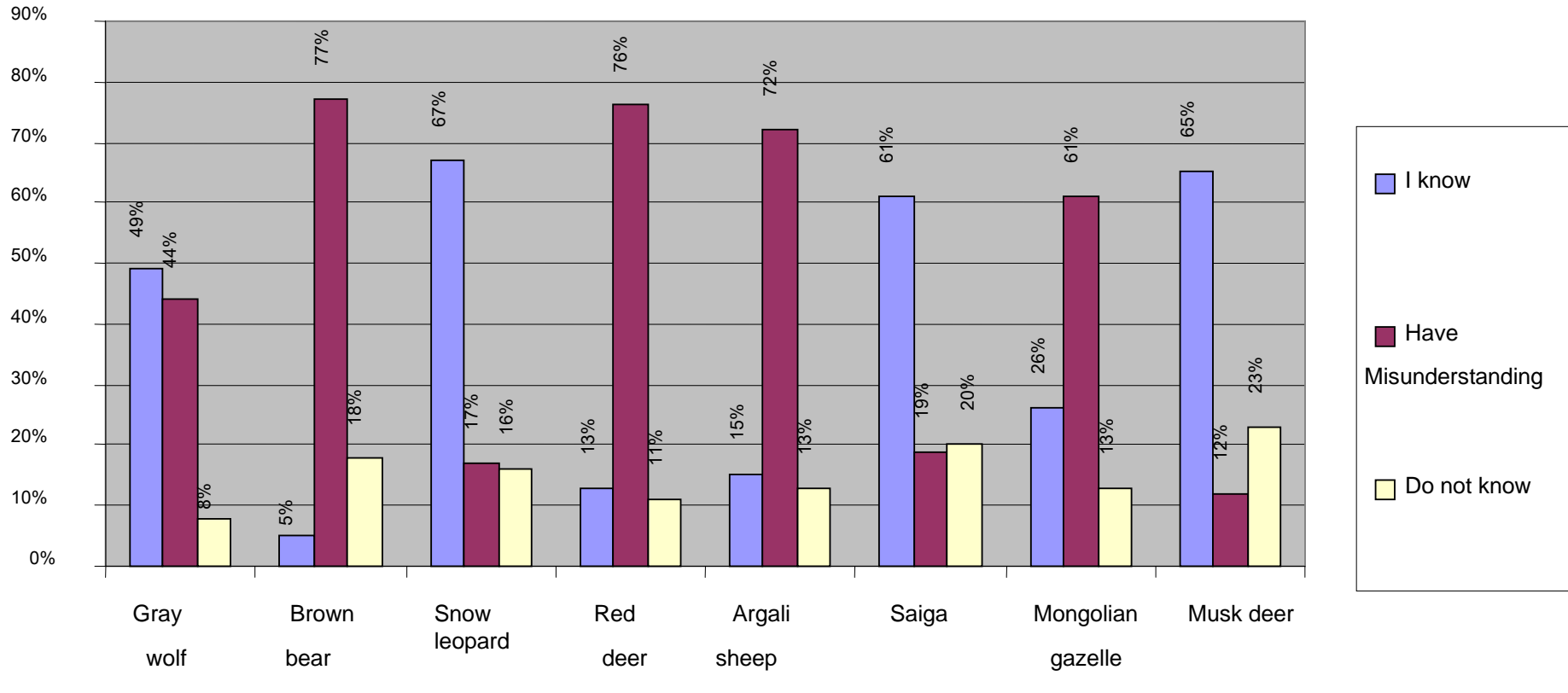


Survey highlights: Are there risks using raw wildlife products?



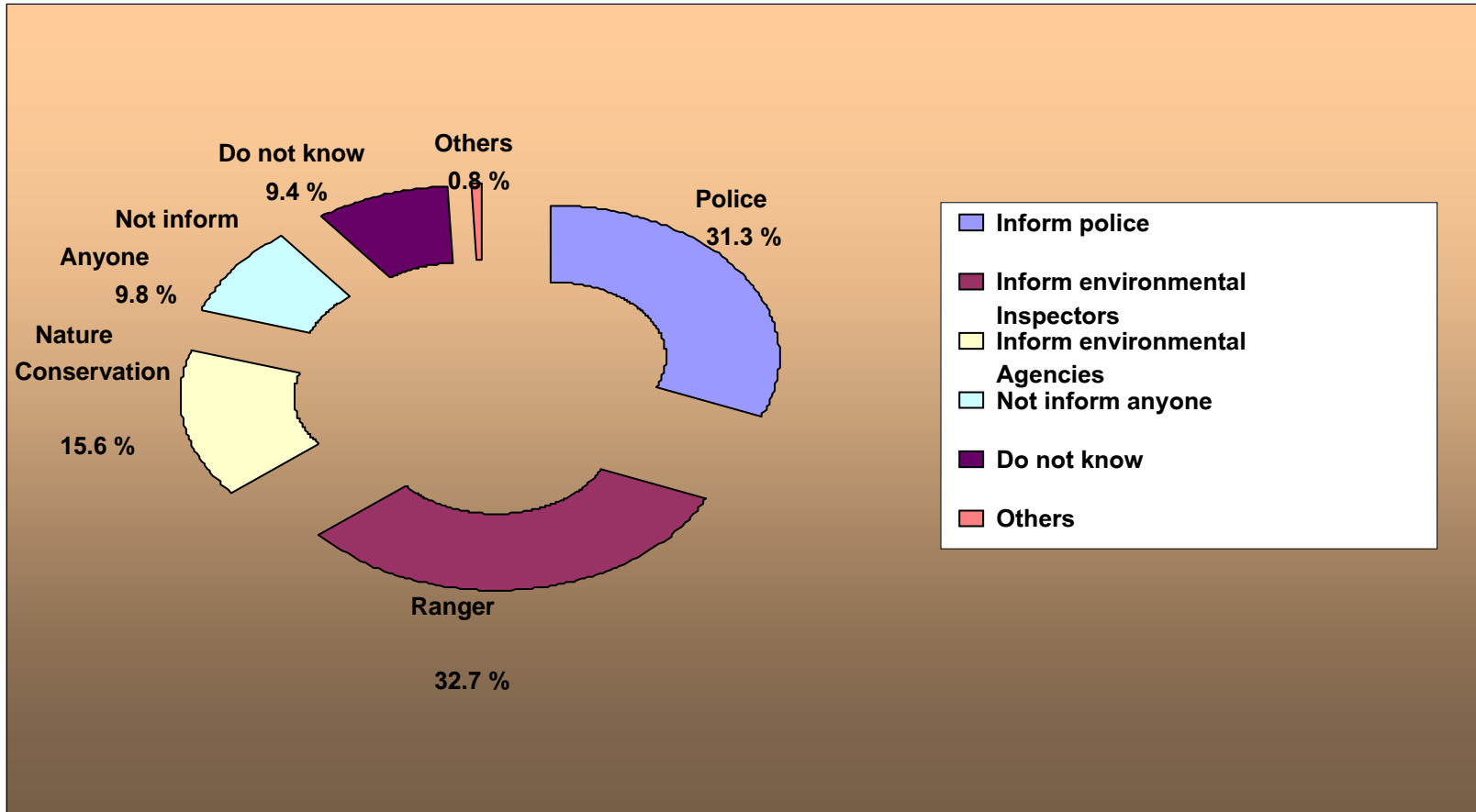


Survey highlights: Do you know which animals can be hunted according to law?





Survey highlights: Who would you inform about illegal activities?





Objective I: Design Campaign Key messages for increasing understanding of the problem and focusing on solutions

- Design key messages changing subjective social norms or the desirability of cutting consumption for wildlife products and illegal wildlife trade
- Select VIPs for Public Advertising of the Campaign
- Design a multi-stakeholder actions with cross-cutting approach joined by religious leaders, medical doctors, business entities, mass media, students, law enforcement agencies, environmental and educational NGOs, artists, sportsmen and tourism.





Identifying key messages for selected target audiences and communication means

- Total of 22 individual meetings were organized
- Civil society groups mobilized
- Consultative meeting held /2008.09.08/
- Multi-stakeholder actions designed and joint action plan developed





Objective 2. Undertake target group-specific awareness and training activities jointly with partners

- Major food markets
- Hospitals
- Students
- Nomin Holdings Ltd
- Media
- Tourism





Specific target 1:

Work with Tourism Companies & Tourists

- Training workshop held /2008.11.23/ jointly with Mongolian Tourism Association
- Participants: major tour operators and specialized higher education institutions
- Purpose: to provide a platform for discussion of the roles of tour operators and tour guides to contribute to nature conservation, develop eco tourism in its proper sense and save Mongolia's unique wildlife
- Recommendations issued
- A handbook for tour operators developed and distributed





Specific target 1: Tourism Companies & Tourists Pocket brochure in six languages developed and distributed





Specific target 2: Markets

Major food markets:

- Bayanzurkh, Mercury and Narantuul

Twofold aim:

- To raise awareness on penalties, liabilities and law enforcement for illegal wildlife trade
- To correct public misperceptions regarding the curative features of raw and unprocessed wildlife products
- photo exhibition displayed
- specially designed radio programs for markets
- awareness publications distributed





Specific target 3: Hospitals

Series of events in the three major hospitals:

- National Cancer Centre, Shastin Central Hospital and State Trauma Centre
- series of lectures to more than 500 medical workers and clients
- handbook developed and distributed 600 copies:

The book covered issues beyond the use of wildlife for medicinal purpose; it includes traditional knowledge and practice of Mongolians in nature conservation, religious issues of good and bad deeds, moral and ethical issues. A study was conducted on public misconceptions vis-à-vis traditional medicine practices.





Specific target 4: Nomin Holdings Ltd

The multi-stakeholder actions included joined by WWF Mongolia's long-term partner, Nomin Holdings Ltd under its public private partnership scheme.

The Nomin campaign had two main goals:

- To advocate wildlife-friendly souvenir production for Nomin and small manufacturers, retailers and suppliers to Nomin and other souvenir houses through customer awareness weeks on illegal trade, banned animals, liabilities;
- To influence Nomin marketing policy through its customers, suppliers and marketing staff members

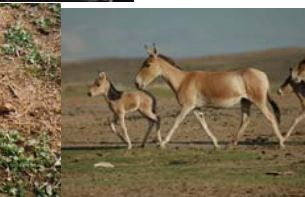
To this end, specially designed publications were distributed, training for marketing and sales staff was conducted and a photo exhibition organized.





Specific target 5: Students

- Annual event “Nature and Environment of XXI century” was held and theme this year was “Students’ role in curbing illegal wildlife trade”
- A study on student’s tuition fee resources found:
 - 8.5 percent derived from the use of natural resources. Of this:
 - ✓ 51.7 percent was derived from wildlife hunting
 - ✓ 32 percent from flora
 - ✓ 16.3 percent from mining activities
- Activities also included:
 - Presentations followed by discussions
 - photo exhibitions, movie presentations, mini survey contests in students’ dormitory and an introduction to the relevant laws.





Ms.O.Gundegmaa, Silver Medalist from the Beijing 2008 Olympic Games, joined WWF Mongolia for its campaign to curb illegal wildlife trade.

One press release and one interview were issued at the daily newspaper. Moreover, she plays the main role in an advocacy video clips on TV

Media as the main communication channel



Quiza provides consultancy on developing TV advocacy video clips. Several VIPs people are contributing to help get the message out.





for a living planet®

Зэрлэг амьтад, тэдгээрийн гаралтай эд зүйлийн ХУУЛЬ БУС ХУДАЛДААГ таслан зогсооё!



Хэрэв та нэн ховор амьтдыг
- агнасан
- барисан

эсвэл тэдгээрийн гаралтай түүхий эд, бүтээгдэхүүнийг
- хадгалсан
- худалдсан
- худалдан авсан
- тээвэрлэсэн
хилээр нэвтрүүлэхийг завдсан

тохиолдолд хуулиар доорх хариуцлагыг хүлээнэ:
• Хөдөлмөрийн хөлсний доод хэмжээг 51-150 дахин нэмэгдүүлсэнтэй тэнцэх хэмжээний төгрөгөөр **ТОРГОНО**
• 3-аас 6 сар хүртэл хугацаагаар **БАРИВЧИЛНА**
• 3 жил хүртэл хугацаагаар **ХОРИНО**

Хэрэв та нэн ховор амьтдыг
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эсвэл тэдгээрийн гаралтай түүхий эд, бүтээгдэхүүнийг
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• 3-аас 6 сар хүртэл хугацаагаар **БАРИВЧИЛНА**

If you do - hunt very rare wildlife species:
- trap
- capture and domesticate

OR do - store raw materials and products of their origins:
- sell
- buy
- transport
- smuggle

you will be imposed and punished with the following liabilities:
• **FINE** of the amounts of Tugrugs (MNT) that are equal to 51-150 times more of minimum employment wage in the country;
• **ARREST** for 3-6 months and
• **IMPRISON** for up to 3 years;



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Law advert page on the onboard magazine of the EZNIS airways





Objective 3. To increase public support for improving effectiveness of law enforcement

- In close consultation with law enforcement agencies, it was decided to use a toll-free hotline “102” based in the General Police Department
- A TV ad roll was designed to encourage the use of the 102 hotline for reporting wildlife crimes. It was broadcasted over two weeks through 5 major TV channels.
- Posters were produced (1000 copies) and widely disseminated to key places where the illegal trade most likely occurs.





- The MNET was supportive of this activity and co-funded the broadcasting fee
- There have been following 6 cases reported on the hotline in the first 6 weeks:
 - 1 case of wildlife trade in Arkhangai aimag resulted in prosecution
 - Joint patrol undertaken for illegal hunting of gazelle in Tov aimag, but it was impossible to arrest the offenders
 - Reported on illegal hunting on wild boar, doe and red deer. However, the enforcement personnel could not contact the caller; thus the patrol was not done
 - Reported on hunter on wild boar and red deer. The police department of Khentii aimag was informed, but nothing was clarified.
 - 2 false reports
- It was concluded by the General Police Department that:
 - ✓ Such campaign is essential to prevent illegal hunting and wildlife trade
 - ✓ Some cases could not be prosecuted due distance, arriving late at the crime scene





Conclusion

- The undertaken activities include a set of complex measures addressing the multiple dimensions of illegal trade and poaching: moral; ethical; socio-economic and ecological dimensions of the given issue by offering knowledge and information on concrete solutions, thus encouraging for positive attitude and practice changes. This was a multi-stakeholder act with cross-cutting approach joined by religious leaders, medical doctors, business entities, mass media, students, law enforcement agencies, environmental and educational NGOs, artists, sportsmen and tourism. It could be concluded that the objective was fulfilled successfully, as every campaign was based on research – not assumptions.





Conclusion

- Several recommendations were followed up listed in the Silent Steppe report for improving wildlife trade enforcement
- Changing attitudes and value systems requires time and great effort. But the multi-stakeholder actions and cross-cutting approaches could speed up the process. Thus, WWF Mongolia deems important to continue the campaigns to a larger scale, throughout the country.





THANK YOU

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