

Wildlife-Friendly Online Trade:

Standardized Policy Framework for e-Commerce and Social Media Companies

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Background:



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The trade in illegal wildlife and their products has reached crisis proportions. Demand for the rare and exotic has fueled an international poaching and trafficking surge that is threatening the survival of the world's most iconic species and wild places. With increased global access to technology and connectivity along supply chain routes, the internet has unintentionally become a thriving platform for buyers and sellers to trade illegal wildlife products. Tech companies can be a part of the solution to this crisis by dissuading and preventing illegal buying choices.

An efficient and impactful first step towards removing illegal wildlife products online is the adoption of a standardized, industry-wide policy framework on online wildlife trade. This comprehensive policy simplifies shopping guidelines for consumers, helps educate users about product legality and eliminates the loopholes that make it easy for criminals to traffic wildlife online. Most importantly, by adhering to this framework, e-commerce and social media companies can help create a unified, global front to stop wildlife crime.

Organizations that Endorse this Policy:

Many online companies have endorsed this policy in collaboration with World Wildlife Fund (WWF), TRAFFIC and the International Fund for Animal Welfare (IFAW) to demonstrate their commitment to conserving global wildlife populations that are threatened with poaching and illegal trade. These companies are working together through a coalition approach, putting commercial interests aside to protect wildlife. Please consider adopting this standard policy approach within your own organization to help us all block wildlife trafficking online.

Standardized Online Wildlife Trade Policy for E-Commerce and Social Media Companies:

The following text serves as a standard template that can be adapted in the format that works best for each company's policy framework and will also be hosted on WWF's website. For purposes of this document, "species of concern" refers to those that have been identified by conservation organizations

as threatened with extinction resulting from illegal trade, overexploitation, habitat loss and other factors. A list of these species can be found in the supplemental annex document.

Prohibited Wildlife and Wildlife Products

- a. Any **wild live** animal or plant or their products that were **sourced illegally** or are being **traded in contravention** of any **law**. This policy does not cover domestic or farm animals such as cats, dogs and chickens.
- b. The trade in and promotion of wildlife and wildlife products from **species of concern** is prohibited.
 - These species include those regulated through their listing in Appendix I of the Convention on International Trade in Endangered Species (CITES), which prohibits commercial international trade in wild sourced animals and plants **as well as** those species identified by conservation organizations as being **threatened with extinction** resulting from illegal trade, overexploitation, habitat loss and other factors. A full list of these species is included below.
- c. Wildlife that is **protected by national** law from commercial trade is prohibited.
 - For example in the United States the following laws apply restrictions on commercial trade in certain species: Endangered Species Act, Lacey Act, Marine Mammal Protection Act and Migratory Bird Treaty Act.

Examples of prohibited wildlife products include but are not limited to:

Bears (e.g. Asiatic Black Bear, Giant Panda, Sloth Bear, Sun Bear)

Products derived from bear species of concern are prohibited. Sample products include but are not limited to: bear bile, claws, fur, meat, medicine, skulls, taxidermy specimens and teeth.

Big Cats (e.g. Cheetah, Jaguar, Leopard, Ocelot, Tiger)

Products derived from big cats are prohibited. Sample products include but are not limited to: bones, claws, fur, meat, medicine, skulls, taxidermy specimens and teeth.

Birds (e.g. Falcons, Eagles and Parrots)

Products derived from Appendix I bird species are prohibited. Sample products include but are not limited to: bones, eggs, feathers, nests, skulls and taxidermy specimens.

Cetaceans (e.g. Dolphins, Porpoises, Whales)

Products derived from cetacean parts are prohibited. Sample products include but are not limited to: ambergris, bones, meat, oil, scrimshaw/teeth and skulls.

Corals (Elkhorn, Staghorn)

Products derived from Elkhorn or Staghorn coral are prohibited. Sample products include but are not limited to: decorative items, jewelry and sculptures.

Elephants (African, Asian)

Products derived from elephant parts are prohibited. Sample products include but are not limited to: **ivory**- raw ivory tusks, figurines (e.g. netsuke, okimono), game sets (backgammon, chess, pool sticks), jewelry (necklace, bangle, pendant), puzzle ball, puzzle box, sculptures, snuff bottles, walking stick handles; **elephant hair**- jewelry, ornaments; **leather**- belts, shoes, briefcases, wallets; **trophies**: head mounts, tails, feet (umbrella stands, ice buckets, etc.).

Marine Turtles (Flatback, Green, Hawksbill, Kemp's Ridley, Leatherback, Loggerhead, Olive Ridley)

Products derived from marine turtle parts are prohibited. Sample products include but are not limited to: eggs, leather products (boots, belts), meat, oil, sunscreen, shell, shell products (bangles, bracelets, hair clips, earrings, fans, spectacles) and taxidermy specimens.

Otters (e.g. European River Otter, Giant Otter, California Sea Otter)

Products derived from Appendix I otter species parts are prohibited. Sample products include but are not limited to: furs, fur trim, pelts, teeth and taxidermy specimens.

Pangolins (Asian, African)

Products derived from pangolin parts are prohibited. Sample products include but are not limited to: leather products (boots, belts), meat, medicine, scales, skin, scale carvings and taxidermy specimens.

Primates (e.g. Bonobo, Chimpanzee, Gorilla, Monkeys, Orangutan)

Products derived from primate parts are prohibited. Sample products include but are not limited to: bone, furs, hand ashtrays, meat, medicine, skulls and taxidermy specimens.

Reptiles & Amphibians (e.g. Plowshare Tortoise, Iranian Spotted Newt, Giant Salamander)

Products derived from reptile and amphibian species of concern are prohibited. Sample products include but are not limited to: leathers, belts, boots, bracelets, handbags, shoes, meat, teeth, skulls, shells and taxidermy specimens.

Rhinoceros (Black, Greater One-Horned, Javan, Sumatran, White)

Products derived from rhinoceros parts are prohibited. Sample products include but are not limited to: Bags, beads, bracelets, briefcases, libation cups, medicine/remedy, pendants, powder, raw horn or horn pieces, tonics and trophies (head mounts, feet, tails).

Sharks and Sawfishes (e.g. Great White Shark, Basking Shark, Whale Shark, Smalltooth Sawfish)

Products derived from shark fins and sawfish rostra (sawfish bill) are prohibited. Sample products include but are not limited to: fin cartilage, fresh and dried fins, shark fin soup and sawfish rostrum.

Tibetan Antelope (also known as Chiru and shawls known as Shahtoosh)

Products derived from Tibetan Antelope (Chiru) are prohibited. Sample products include but are not limited to: antlers, cloth, fiber, shahtoosh shawls, taxidermy specimens and wool.

Additional Information

For more information contact your local government department responsible for wildlife trade regulation or national CITES Management Authority. Further information on wildlife conservation and threats to species from illegal trade can be found through these organizations and websites:

Wildlife Trade Laws-

- [Convention on International Trade in Endangered Species \(CITES\)](#)
- [Species+: Quick CITES listing reference website](#)
- [Endangered Species Act](#)
- [Lacey Act](#)
- [Marine Mammal Protection Act](#)
- [Migratory Bird Treaty Act](#)
- [Elephant Ivory Regulations](#)

About Wildlife Trade- [WWF](#), [TRAFFIC](#), [International Fund for Animal Welfare \(IFAW\)](#)