

CITES World

Official Newsletter of the Parties

Convention on International Trade
in Endangered Species of Wild Fauna and Flora (CITES)

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Finding a simple way to explain CITES

Multilateral agreements between governments bring to mind high-level meetings, international diplomacy and national policy setting. CITES is a result of all of these, but there is something more: the Convention affects people in their daily activities, and, as a decision-maker in the trade chain, the public is a major stakeholder in the regulatory process. If the public does not understand or support the Convention, this makes the task of implementing CITES much more difficult and this, in turn, affects the effectiveness of the Convention.

The individual actions of consumers are important. Any informed decision to purchase or not wild animals or plants or items made from them requires the public to have accurate information on applicable laws (and specifically whether buying or possessing the specimen or product in question is lawful), and on conservation impact (e.g. whether the trade is environmentally sustainable or detrimental). All too often, the popular 'don't buy' campaigns do not adequately distinguish between illegal and legal trade. They also blur the distinction between truly endangered species, in which commercial trade is

generally prohibited, and the vast majority of CITES-listed species in which commercial trade is authorized. Such campaigns do not provide consumers with enough information on which to make balanced and informed decisions, tend rather to simplify complex management issues and overtly or covertly promote a generic 'trade is bad' message. This is clearly not in line with the trade provisions of the Convention. When overly broad, the 'don't buy' campaigns undermine legitimate trade that provides financial incentives for species protection and sustainable resource management, and they negatively impact on the livelihoods of communities.

This edition of *CITES World* examines the difficulty that all Parties face in trying to explain in simple terms a convention such as CITES. In this edition, Australia, China (Hong Kong SAR), Italy, New Zealand, Slovenia, the United Arab Emirates and the United States of America share their experiences and examples in this regard, and the World Association of Zoos and Aquariums provides insights on how zoos promote a greater understanding of CITES. The Secretary-General notes that CITES should be simple, but has been made exceedingly complex in its 30-year history through the adoption of resolutions, decisions and stricter domestic measures.

This edition is also the first all-electronic version of the official newsletter of the Parties. In its financial deliberations at its 13th meeting (Bangkok, 2004), the Conference of the Parties opted to redirect the budget for printing the newsletter to other purposes. *CITES World* thus joins the growing ranks of e-publications, and we will adapt the format in future editions to be more easily read from a computer screen. As there are no longer any printing production schedules and printing and mailing costs, we are examining how we might increase the number of editions and change from the July/December publication schedule to a more frequent and flexible delivery that better reflects events on the CITES calendar. We do strive to meet the needs of the Parties, and suggestions on the development of the newsletter are most welcome.

Stephen Nash

From the Editor – Finding a simple way to explain CITES

Australia, China (Hong Kong SAR), Italy, New Zealand, Slovenia, the United Arab Emirates and the United States of America share their experiences of explaining CITES to the public

The World Association of Zoos and Aquariums promoting CITES

Ten popular misconceptions about CITES

From the Secretary-General – Understanding CITES

CITES explained in one paragraph

Secretary-General's Certificate of Commendation

Italian initiatives to enhance public awareness about CITES

During 2005 the Italian Management Authority promoted important initiatives to explain CITES to wider audiences and to increase public awareness.

The Italian Ministry of Environment and Land Protection, in cooperation with the *Corpo Forestale dello Stato*, Customs Agency and *Ministero delle Attività Produttive*, organized a permanent display at the departure gates of the International Airport 'Roma Fiumicino'. Two large panels written in Italian and English have been placed at the entrance hall of the airport to show some basic information about CITES and, above all, to draw the attention of the public to the possibility of transporting animals or plants illegally.

Small guides are also available for tourists at the same location. These contain a short description and introduction to CITES and an overview of CITES souvenirs from the main tourist destinations. They also give examples of cases where permits are required, the consequences of not having the proper CITES documents and some of the CITES specimens that are the most commonly confiscated. Finally the guide includes the details of the Management Authorities of the States it refers to and comprises a short section with games for children.

The display is enriched by the projection of video showing images of the illegal capture, collection and transport of CITES animal and plants. There is also a permanent exhibition of seized specimens to draw the public's attention to the display.

Following an agreement with the Rome Zoo *Fondazione Bioparco di Roma*, the Ministry of Environment and Land Protection, together with the *Corpo Forestale dello Stato*, has organized a permanent display entitled *Furti di Natura* (stolen nature), located inside the zoo itself in the centre of Rome.

The exhibition consists of different seized CITES specimens displayed in showcases and focuses on the illegal capture and collection of and trade in specimens and, on the way in which this can affect the global conservation of biodiversity.

The display aims to inform and create a greater awareness of the link between the millions of live specimens that are 'stolen' from nature every year for the pet market, fur traders, plant nurseries and the timber industry, and the threat that this represents for nature conservation.

Even though this display is open to the wider public, it targets particularly students and teachers of primary and secondary schools. To this purpose an 'educational kit' has been produced, consisting of small suitcases containing all kinds of educational material (e.g. puzzles, drawings, games with animals and plants) that are given every time a school visits the display.

As a follow-up to this initiative, the *Fondazione Bioparco di Roma* will create a separate website entirely dedicated to the illegal trade in animals and plants.

CITES Management Authority of Italy



Photo: CITES Management Authority of Italy

Pictures of the exhibition "Furti di Natura"



Photo: CITES Management Authority of Italy

Reaching out to the public: the UAE experience

Facing the challenge of a multicultural society

In the 1970s, the great oil boom brought huge prosperity to the United Arab Emirates (UAE). Since then, the UAE, which signed and joined CITES in 1990, has been characterized by the uniqueness of a multicultural and multilingual society. In the Emirate of Dubai alone, people from over 100 nationalities have come to call it home. With different languages, educational backgrounds, traditions, views and cultures, this makes any awareness campaign a challenging task.

The UAE CITES Management Authorities, Scientific Authorities and UAE governmental agencies have taken this aspect into consideration when designing awareness-raising material and programmes for the general public.

Empowering the national population

To build capacity among employees involved in combating illegal trade, the authorities organized several workshops and training courses, in cooperation with the CITES Secretariat. One of the workshops targeted Customs officials while another focused on municipality officials and employees of the Management and Scientific Authorities. Moreover, a 'Training of the trainers' workshop was organized which led to the certification of four trainers. One of the trainers then went on to conduct a three-day training workshop for North African Arab-Speaking Parties in Rabat, Morocco. The workshop proceedings were produced in Arabic and English on a CD-ROM and distributed so that other



Photo: Abdullasser Al Shamsi

Classroom training

governmental departments in the UAE and the rest of the Arab world may benefit from it. Additionally awareness presentations have been delivered to university and school students as well as to pet-shop owners.

Authorities have ensured that several UAE governmental websites carry information about CITES and promote awareness, e.g. those of the Environment Agency: Abu Dhabi (www.ead.ae); Federal Environment Agency (www.fea.gov.ae); and a general informational website (www.uae.gov.ae/uaeagricent).

Getting others involved in the fight against illegal trade

One of the first steps the authorities took was to develop an identification manual to allow government agencies to get more involved in the fight against illegal trade in wildlife.

This manual is comprehensive yet simple. It is aimed at non-experts in the field such as pet-shop employees and entry-point officers. The fact that it avoids technical jargon as much as possible and explains the various Appendices has helped facilitate the implementation of an often complex convention. It has also helped raise awareness of the species covered by the Convention that are commonly traded in the UAE. It carries interesting facts on both CITES and non-CITES native species that are threatened and endangered in the UAE. In addition to the scientific and English name, the manual also lists the Arabic name. Authorities in the UAE firmly believe that awareness plays a key role in wildlife conservation and therefore places great importance on producing publications such as this manual.

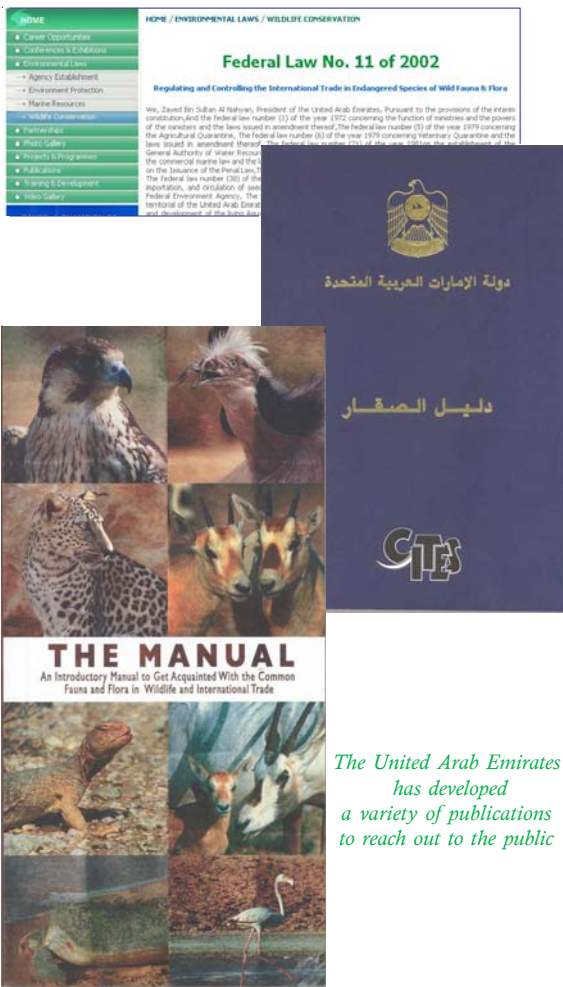
Other publications that have been produced include a flyer on falconry, which contains information about purchasing new falcons, releasing falcons back into the wild, sending them abroad for breeding, hunting trips using falcons, registering falcons, and the procedure to follow to acquire a certificate of ownership (falcon passport).

Promoting awareness to a targeted audience

Authorities in the UAE have been keen to participate in the annual International Hunting and Equestrian Exhibition. They have thus promoted awareness of CITES since 2002. With the exhibition mainly frequented by falconers from the UAE and the surrounding region, the authorities are able to address their target audience in one venue and to raise

awareness of sustainable hunting and control of illegal trade. Most recently, a *Falconry Manual*, produced in Arabic, was widely distributed. It explains the procedures needed to register a falcon and provides general information about CITES. Posters were also displayed on the Arabian Oryx, Arabian leopard, houbara bustard, parrots and reptiles.

The Arabic version of a series of six Environment Canada’s CITES Identification Guides is also in preparation. They have been translated into Arabic and will be ready for distribution soon for the use of UAE Customs officials and employees, as well as other related departments. The guides were produced in cooperation with the Emirates Wildlife Society/ World Wildlife Fund for Nature.



The United Arab Emirates has developed a variety of publications to reach out to the public

CITES Appendices I, II and III have already been translated into Arabic to further improve the implementation of Federal Law No. 11 of 2002 regarding the Regulation and Control of International Trade in Endangered Species of Wild Fauna and Flora.

Passing the message through the media

Authorities have established a strong and regular relationship with the media. This is especially significant when any confiscations take place, as the media is alerted and information is released at the national, regional and international levels. For example, when a recent check in a large retail shop in the Emirate of Abu Dhabi resulted in the finding of 45 kg of caviar worth over AED 180,000 and being sold illegally without proper CITES documentation, the news received comprehensive coverage and awareness was raised on the importance of such retailers being targeted as part of the fight against illegal trade. Moreover, authorities raided several pet shops in the animal market and confiscated several specimens including monkeys, turtles, parrots and pythons, which were being sold illegally without proper documentation. An awareness campaign was carried out to bring this important message to the public.

CITES Management Authority of the United Arab Emirates

Public awareness in China – Hong Kong Special Administrative Region

CITES has been in effect in Hong Kong since 1976. The Convention continued to apply to the Hong Kong Special Administrative Region (HKSAR) after June 1997 when it was re-unified with China. Over the years, especially in the early days of implementation, Hong Kong faced much difficulty in convincing the general public, in particular traders, of the need to protect endangered species and the importance to implement CITES. The general misconception prevailed that CITES was to put hurdles to trade with an ultimate aim to prohibit all trade in animals and plants. Strong enforcement was effective in curbing the illegal trade that was rampant in the early days. However, in the long run, implementing the Convention could never be a success without the understanding and support of the public, and Hong Kong considered that a correct picture of CITES could only be provided to the traders and the general public through public education.

Over the last decade, much effort has been made to step up education work to promote the public awareness of the need to protect endangered species and of what CITES is. After years of efforts, traders nowadays generally acknowledge that CITES is to regulate trade, rather than prohibit it, so that it can be conducted in a sustainable way, which in turn will benefit legal trade in the long run. There is also a change in the attitude of the general public that now supports the idea that trade in endangered species must be regulated and that highly endangered species should be fully protected. This has been reflected in the recent legislative amendment to Hong Kong's CITES law which drew overwhelming support from the trade sector and other interested parties.

In order to raise the profile of CITES and of the related regulation effectively, Hong Kong conducted a series of public education programmes targeted at different sectors, including traders, travellers, students and the general public. Close contacts are maintained with traders, other enforcement agencies and NGOs. Special events are also organized whenever the opportunity arises.

Traders

Communication is essential to gain the support and cooperation of traders in CITES control. Apart from day-to-day contacts with individual traders, close liaison is also maintained through meetings with trade associations of different trade sectors such as traditional Chinese medicine, floral, pet, aquarium, ivory, fur and leather. Whenever there is any essential change in CITES control, including amendments to the CITES Appendices, traders are briefed about the details of those changes to ensure that they are well aware of the reason for the change. Circulars are sent to particular traders or, if necessary, all traders. Currently, the CITES Management Authority of Hong Kong maintains on record the contact details



Leaflets on different topics produced by the Hong Kong CITES Management Authority

Photos: CITES Management Authority of Hong Kong

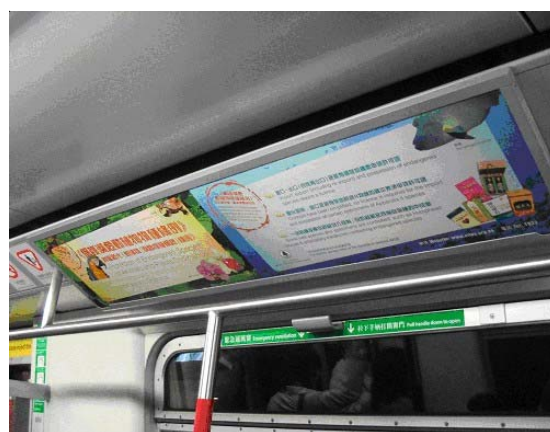
of over 18,000 traders. Opportunities are also sought to publish articles in trade magazines and to distribute advisory leaflets through trade associations.

Travellers

Travellers are often found bringing into or taking out of Hong Kong specimens of endangered species without the required CITES documents. CITES authorities make publicity at airport and border control points through the posting of posters, distribution of leaflets, setting up of display cabinets of commonly seized items and broadcasting of audio and televised messages. In addition, leaflets are distributed through travel agents while talks are given to tour guides. The Hong Kong Customs and Excise Department also actively participates in the publicity work besides its routine enforcement effort.

Students

Students are also one of our target groups. Regular talks are given and education materials provided to schools. Temporary exhibitions are also organized from time to time in schools. Confiscated specimens are donated to schools as display items to remind students of the need to protect wildlife. Endangered species protection has also been included in the secondary-school curriculum.



Advertisements in trains

Photos: CITES Management Authority of Hong Kong

The public

In order to publicize widely among the general public the importance to protect endangered species and the relevant controls, exhibitions are regularly organized at public venues such as shopping malls and public libraries. Announcements are made through media including the television and radio. Advertisements are posted in public transport, including buses and trains. Finally, our website (www.cites.org.hk) is also regularly updated with the latest information.



Photo: CITES Management Authority of Hong Kong

The Endangered Species Resources Centre

The Endangered Species Resource Centre

The Endangered Species Resource Centre was set up in 2001. It exhibits around 600 specimens of 200 endangered species confiscated during enforcement activities. The Centre provides a good venue for all those who want to know more about endangered species and CITES. It now attracts over 7,000 visitors annually, including traders, school children, government officials and the general public. Guided tours are provided for groups with advanced booking. To better serve the public, self-guided audio devices will be provided later this year.

Special events

Every effort has been made to explore new initiatives with outside bodies such as the Sand Sculpture and Photo Competition which was organized with the Reader's Digest Asia in 2003. The competition was opened to the public and the event attracted 1,000 visitors. For schools, there were the drawing contest and radio play competition. Both events were well received and widely publicized.

*CHAN Yu Nam, Endangered Species Protection Officer
Agriculture, Fisheries and Conservation Department
Hong Kong Special Administrative Region*



Photo: CITES Management Authority of Hong Kong

A team working hard on their sand sculpture in a competition on endangered species protection

Explaining CITES to the public in the United States

The U.S. Fish and Wildlife Service (Service), which is the CITES Authority of the United States has made great efforts over the years to inform the general public and permit applicants about CITES and its requirements in a clear and concise manner. Our efforts include public meetings and presentations, electronic dissemination of information, published materials, and daily availability of U.S. CITES Management Authority staff for telephone inquiries. We have also taken steps to ensure that the public is included in the U.S. process of preparing for CITES meetings of the Conference of the Parties (CoPs).

Public meetings and presentations

The Service has determined that, in many cases, it is beneficial to hold public meetings to inform the general public about specific CITES-related issues. Such meetings, held in different locations around the country, are announced through the U.S. *Federal Register*, a daily publication for rules, proposed rules, and notices of U.S. government agencies and organizations. Most recently, the U.S. Management and Scientific Authorities held a series of five public meetings on the issue of exports of American ginseng (*Panax quinquefolius*, Appendix II)

In addition to public meetings, the Service takes any available opportunities at national and international meetings to give presentations on CITES, hold open meetings, or maintain CITES information booths. For example, the Service recently gave a CITES slide presentation at a meeting of national museum associations and maintained a CITES information booth at the International Reptile Expo.

Our CITES website

Over the past 20 to 25 years, we have developed a series of CITES fact-sheets; leaflets providing brief, easy-to-understand information about various aspects of the CITES treaty. For example, a fact-sheet on CITES permits and certificates briefly explains what CITES is, what CITES documents are required for trading in specimens of species listed in Appendix I, II or III, and how a potential permit applicant would apply for a U.S. CITES permit or certificate. We also have fact-sheets on specific CITES issues including: trade in Appendix-II specimens and how such trade supports sustainable use, trade in Appendix-III

specimens, exporting captive-bred CITES wildlife, importing leopard or elephant trophies, what happens at a CoP meeting, the process for becoming an observer at a CoP, and a summary of the U.S. plant rescue centre programme for confiscated live specimens of CITES-listed plants.

Before the Internet, we provided our fact-sheets, and other CITES-related documents that we had developed, to the public upon request. However, with the establishment of our CITES website in the early 1990s, we also made them available on online (currently at: <http://www.fws.gov/international/cites/cites.html>). We provide additional information on our CITES website to help the public understand the Convention. For example, we have posted the text of the Convention, lists of the CITES Parties member countries and non-Parties, lists of U.S. designated ports for the import, export, and re-export of CITES-listed wild fauna and flora, recent *Federal Register* notices related to CITES issues, recent U.S. CITES biennial reports, and recent reports that the United States has prepared for the CITES Standing Committee, technical committees, or working groups. We also provide links on our website to specific pages on the CITES Secretariat's website, such as the CITES Appendices, CITES species database, and directory of CITES Management, Scientific and Enforcement Authority contacts in Parties and equivalent contacts in non-Parties.

In the past three years we have developed several taxa-specific Web pages designed to help the public, and more specifically those who trade in these taxa, understand CITES requirements related to the specific taxa. The new pages include one on CITES timber species; one on American ginseng; one on the queen conch (*Strombus gigas*); and one on Appendix-III species, with an emphasis on trade in the alligator snapping turtles (*Macrodemys temminckii*) and the map turtle (*Graptemys* spp.), which were listed in Appendix III on 14 June 2006 at the request of the United States. We also have a page devoted to preparations for the forthcoming 14th meeting of the CoP.

Finally, in addition to our CITES website, we have a separate U.S. permits website (at <http://www.fws.gov/permits>), which includes information on wild fauna and flora permits, including CITES permits. This page is designed to provide potential permit applicants with easy-to-understand information to help lead them through the variety of U.S. permit application processes under the various U.S. laws regulating wildlife.

Public involvement in the U.S. process of preparing for CITES CoPs

The U.S. Fish and Wildlife Service established a process in the late 1970s to involve the public in U.S. preparations for participating in CoPs. This process is initiated through published notices in the *Federal Register*, a daily Federal publication for rules, proposed rules, and notices of U.S. Government agencies and organizations. Approximately 16 months before a given CoP, we publish a notice in the *Federal Register* soliciting recommendations from the public on species proposals, resolutions, decisions and other agenda items that the United States should consider submitting for the CoP. Through a series of additional *Federal Register* notices leading up to the CoP, and the holding of one to two public meetings, we inform the public of the agenda of the CoP, provide information on how to attend as an observer, and give the public the opportunity to comment on proposed U.S. negotiating positions on the issues to be discussed at the CoP.

We have received much positive feedback from the public regarding the information provided on our CITES website, as well as the process for public participation in U.S. CoP preparations. We are constantly working to update and improve our website, and plan to add a page in the near future on CITES medicinal plants.

Mark Albert
U.S. Fish and Wildlife Service
Division of Management Authority
U.S. CITES Management Authority

CITES public information in New Zealand

Shortly after New Zealand became a Party to CITES in 1989, its CITES Management Authority, the Department of Conservation, produced a series of brochures and fact-sheets to raise awareness of CITES among travellers to and from New Zealand. The first brochure thus produced was entitled 'Going shopping overseas? Don't buy trouble!'. It explained CITES and outlined a list of items which shoppers might be tempted to buy but which required permits before they could be brought back to the country. This brochure was distributed to major travel agents in New Zealand with a request that it be included with all air tickets to foreign destinations that they issued, and this proved to be an effective publicity aid for New Zealand residents travelling out of the country. However, the increasing number of travellers booking foreign travel directly over the Internet and the use of electronic tickets, plus the cost of updating and reprinting the brochure, have made this form of publicity less effective. Therefore other ways of publicizing CITES to the general public are being evaluated. One of the Management Authority's objectives is to lower the percentage of New Zealand residents from whom undocumented CITES specimens are seized, and seizure data from the past four years have shown that efforts made by the CITES authorities have borne fruit.

In 2002 New Zealand launched a campaign named 'Saving paradise' in conjunction with the Pacific Communications Bureau. This campaign comprised brochures and posters stressing that the procedure to obtain a CITES permit is not complicated. Around the same time, in collaboration with the Chinese Conservation Education Trust, the Department of Conservation produced specifically for the growing Chinese community a brochure on trade in traditional Chinese medicines containing plants and animals included in the CITES Appendices. Indeed research conducted in Auckland, where the country's largest international airport is located, showed that specimens of CITES-listed species were often seized from members of the Chinese community. A series of meetings designed for both Cantonese- and Mandarin-speakers were therefore held with representatives of these communities, and publicity in the form of posters, brochures and information leaflets in Chinese and English was produced for them, one particular target group being overseas relatives visiting family members living in New

Zealand. Interviews were also given on community radio stations and this information campaign appears to be successful.

After the success of these two campaigns, the Conservation Department's office in Auckland extended its efforts to raise public awareness to the general public and did this by way of a series of fact-sheets on the following species or products: American ginseng, birds, crocodiles and alligators, ivory, cacti and rainsticks, sturgeons, molluscs, coral, insects, and turtles and tortoises. These were chosen owing to the large number of seizures of products derived from them or containing derivatives thereof. This campaign has proven to be very successful and the fact-sheets have been reprinted many times, besides being made available on the Conservation Department's website in 2004.

Other efforts to raise awareness of CITES issues have included active participation in cultural events such as the annual Pasifika, the Chinese New Year celebrations, and involvement in conservation events at zoos, pet expos, plant shows and other similar events. It must be pointed out that working closely with border agencies (the Customs Service and the Ministry of Agriculture and Forestry) has led to combined efforts and attendance of all agencies at specific public events. Finally CITES displays have also been set up at all the major international airports as well as at some of the smaller airports that handle a limited number of international flights.

Nonetheless the growing number of tourists visiting New Zealand from increasingly diverse places is continuing to keep border control officers and CITES officers busy with CITES items imported into the country without the proper documents.

*Ms Jane Denton and Mr Wilbur Dovey
CITES Management Authority of New Zealand*



Explaining CITES to the public in Slovenia

Since CITES entered into force in Slovenia in April 2000, public information and awareness rising have been among the most important tasks of the Management Authority.

In 2002 Slovenia initiated an extensive public information campaign. The aim of this campaign was to inform the widest public possible about trade in endangered wild fauna and flora and CITES. Various publicity materials targeted at different interest groups were published. The material included bookmarks, leaflets, luggage labels, several posters and a comprehensive 160-page manual for the training of authorities responsible for the implementation and enforcement of the Convention. Publicity material was printed in large quantities in Slovene and English.



Photo: CITES Management Authority of Slovenia

The Management Authority prepares regular exhibitions on CITES and trade in endangered species at the international tourist fair in Ljubljana



Photo: CITES Management Authority of Slovenia

By the end of 2002 the printed material was distributed to 650 of the Slovene primary and secondary schools. The material was also made available at all border Customs offices and tourist offices, while bookshops and libraries also greatly participated in its distribution. According to an independent study, approximately 40 % of the country's population was covered by this first distribution of publicity material in 2002. In 2004 the material was re-printed and re-distributed.

Permanent display windows have been set up in the departure hall of the Ljubljana – Brnik international airport to warn travellers to be cautious when buying products made of plant and animal species. Leaflets and luggage labels with contacts and basic information on CITES are available to passengers. The Management Authority also carries out regular exhibitions on trade in endangered species and CITES at the international tourist fair *Alpe Adria* in Ljubljana and at the fair *Student arena*, which is the largest exhibition dedicated to students and youth in Slovenia.



Photo: CITES Management Authority of Slovenia

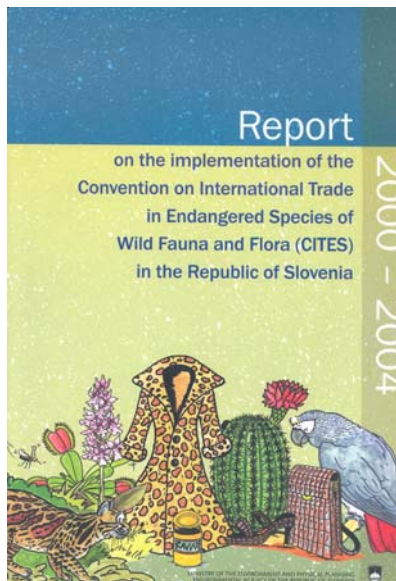
After every training seminar for Customs, the Slovene Management Authority gives a press conference in collaboration with the Customs Administration

Beside informing the public by publications and exhibitions, the Slovene Management Authority organizes regular press conferences, which are followed by articles in all the main national newspapers and broadcasts on the public and private television channels and radio stations. In addition, thematic press conferences are prepared in cooperation with the Customs Administration to inform the public on the outcome of training seminars and results of Customs controls. Thematic radio broadcasts are prepared after each meeting of the Conference of the Parties to CITES and on special occasions or events such as the 30th anniversary of CITES.

A representative of the Slovene Management Authority regularly gives lectures to students of the Master's course programme 'Management, Access, Conservation and Trade of Species: the International Framework' at the International University of Andalusia and of the post-graduate programme 'Nature heritage protection' at the University of Ljubljana. Lectures at schools and national institutions such as the Botanical Garden and Natural History Museum are also part of the Management Authority's public information activities. Several graduate theses on CITES have been submitted at the Biotechnical Faculty of the University of Ljubljana and at the Faculty of Criminal Justice and Security of the University of Maribor.



A four-year report and a CD-ROM on the implementation of CITES in Slovenia are the latest productions of the Slovene Management Authority



The most recent (2006) productions of the Slovene Management Authority are a four-year report and a CD-ROM on the implementation of CITES in Slovenia. The report presents the legislative, administrative and other measures in place for the implementation of CITES from its entry into force to the full membership of Slovenia in the European Union on 1 May 2004. The report provides information on the competencies of authorities and contact details of persons responsible for CITES implementation and control. It gives a summary of

national legislative provisions related to trade in endangered animal and plant species and on the stricter domestic measures. The report also includes several examples of international cooperation in the enforcement of the Convention, as well as information on training, data processing and public information. Data on seizures and confiscations and annual reports on trade in specimens of CITES species for the period 2000 to 2004 are provided in the annex to this report. The CD-ROM gives detailed information on authorities and persons responsible for CITES implementation in Slovenia; a section on legislation that includes the text of the Convention, European Union wildlife trade regulations and the relevant national legislation; all publications issued in Slovenia until now; and a section on computer applications on permitting and animal marking. All sections provide links to the websites of the CITES Secretariat and the European Commission. Information provided on this CD-ROM will soon be available on the Slovene Management Authority's website.

Basic information on CITES and its implementation in Slovenia is available on the Environmental Agency's website at: <http://www.gov.si/uvn/slo/index.html> and on the website of the Institute for Nature Conservation at: <http://www.zrsvn.org>.

All publications and the CD-ROM are available in English. To obtain additional information or copies of publications, please contact the Management Authority of Slovenia at: CITES.arso@gov.si.

*Robert Bolješić
Ministry of the Environment
and Spatial Planning*



Various publicity materials issued by the Slovene Management Authority

CITES and public awareness: Australia's strategy

The Australian Government invests significant resources in public awareness activities on biodiversity protection and wildlife trade. Fortunately, most Australians are very conscious of the need to protect their unique native flora and fauna, and tend to support these efforts to regulate trade.

As with any campaign to raise public support, a longlead time to gain sufficient awareness is required to have a collective impact. The long-term strategy to raise the profile of wildlife trade issues with the general public entails, among other approaches, the loan of seized specimens to educational institutions such as zoos and museums, issuing press releases when convictions for wildlife smuggling occur, and presentations to school children. This approach engenders a growing appreciation of the need to manage trade in wild species at an international level.

While the support of the general public is important, it is crucial to identify specific interest groups who are affected by wildlife trade issues, and target communication resources towards them. Each year a thematic approach is adopted with the aim of reducing the proportion of the wildlife product seizures in Australia. This year, outbound passengers were targeted with the distribution of *Tips for Travellers* brochures and Wildlife Trade luggage tags, and advertisements in international airports and inflight magazines.

New appetite suppressants containing the succulent *Hoodia gordonii* currently account for a large share of wildlife seizures. Typically, Australians order the product over the Internet from overseas suppliers who do not inform them of permitting requirements, and, as a consequence, the product is seized on entry to Australia. As *Hoodia* suppliers come to the attention of the Australian Department of the Environment and Heritage, suppliers are contacted and Australia's permitting requirements are explained. As part of an ongoing education campaign, a *Hoodia* fact-sheet has been produced.

Traditional Chinese medicines containing ingredients such as bear bile, orchid species and tiger bone are routinely seized on entry to Australia. To reduce the number of products imported illegally, an information booklet, *Wildlife conservation and complementary medicines*, written in both English and Chinese, has been distributed to international

travellers and Australia's peak association representing Chinese medicine retailers and practitioners. Being a major, and growing, proportion of seized goods, traditional medicines will be targeted during the next financial year.

Other stakeholder-targeted activities have included information stalls at trade fairs such as seashell shows and exotic bird shows, the establishment of an industry advisory group for exotic birds, and editorials and advertisements provided to special interest journals, such as hunters and fashion importers.



Australia produces fact-sheets providing easy-to-follow information specific to species commonly in trade



Attractive luggage tags distributed to travellers through travel vaccination centres



The Wildlife conservation and complementary medicines booklet provides information in both English and Chinese. It lists several ingredients commonly found in traditional Chinese medicines that are subject to CITES regulations

The Department of Environment and Heritage website (www.deh.gov.au/biodiversity/trade-use/index.html) provides general information on CITES, and information specific to both industry and individuals regarding wildlife trade requirements. To simplify the information, a series of fact-sheets are available that provide information specific to species commonly in trade such as kangaroos, crocodiles, hunting trophies and elephant ivory.

The Australian Customs Service acts on behalf of the Department, seizing wildlife products at the border if they suspect the specimens have been imported or exported in breach of Australian wildlife laws. The Department provides regular training sessions for new recruits and refresher programmes for experienced Customs officers.

In the future, it is hoped that communication will target Australian magistrates and judges to increase their awareness of the significance and consequences of illegal wildlife trade.

Australia is always keen to learn of other Parties' initiatives to raise public awareness of the potential harmful impact of unregulated wildlife trade. If you are interested in receiving a copy of any of the printed products used by Australia or have material to share, please email: wildlifetrade@deh.gov.au.

Liz Ferguson
CITES Management Authority of Australia

Zoos promoting CITES

Zoos and aquariums have in their custody a large number of animals belonging to species that are threatened in the wild, and they operate joint breeding programmes for these species. There are 182 International (global) Studbooks kept under the WAZA umbrella, and an even larger number of taxa are managed at the regional level. In total there are about 800 regional breeding programmes or studbooks. In future the number of inter-regional or global breeding programmes, which are managed under the auspices of WAZA, may still increase. As all these joint conservation breeding programmes entail the frequent movements of specimens across borders, the member institutions of the WAZA Network have a great interest in the good functioning of CITES.

This interest is, however, not only based on the need to be able to shift animals between member institutions in different countries, but also on the desire not to be too frequently obliged to take care, on behalf of a management authority, of seized or confiscated animals. While zoos and aquariums are usually prepared to help out, their capacity is limited, and they are rarely in a position to house permanently confiscated animals that do not fit into their collection plans.

Modern zoos and aquariums see themselves as having four main tasks:

- Recreation
- Education
- Research
- Conservation

The new World Zoo and Aquarium Conservation Strategy WAZA, launched in 2005, not only stipulates that conservation must be considered the priority task, but also calls for a holistic approach, noting that only zoos, aquariums and botanic gardens can operate across the whole spectrum of conservation activities, from *ex situ* breeding of threatened species, research, public education, training, influencing and advocacy, to *in situ* support of species and their habitats.



Photo: Ewa Szudlarek, Łódź Zoo

The guidebook of Łódź Zoo (Poland) provides on page 1 information on CITES and CITES listing and shows the CITES logo for each of the 55 listed species in the collection and described in the guidebook

WAZA currently has 220 member institutions. Another 1,000 odd institutions are brought into the wider WAZA Network by the 23 affiliated regional or national zoo and aquarium associations. Altogether these 1,220 institutions welcome more than 600 million visitors every year. This constitutes a huge 'captive audience' that cannot only receive basic biological information, but can also be made aware of conservation issues, in particular factors that threaten the continued existence of wildlife species. For the reasons given above, illegal and unsustainable wildlife trade is a prominent topic in this context.

*CITES exhibit
"Køb ikke deres liv"
(Don't buy their lives)
at Aalborg Zoo, Denmark*



Photo: Peter Dollinger



Photo: Peter Dollinger

There are various ways and means for zoos and aquariums to inform the public about CITES:

- Reference to the CITES status of species can be made as part of the information provided in the standard enclosure signage, guidebooks or websites.
- Posters or small displays in the context of a specific exhibit that may either mention CITES directly, or advise visitors not to trade in or purchase specimens considered to be problematic from a conservation or animal welfare point of view.
- Organization of a specific exhibit on CITES. Most zoos have facilities for temporary exhibits available which may be used for the purpose of raising awareness about CITES issues.



Taman Safari at Prigen (Indonesia), appeals to its visitors to stop trade in tiger specimens

Photo: Peter Dollinger

The actions described so far refer to individual institutions. Zoo and aquarium associations have, however, begun to group the efforts of their members by organizing conservation campaigns at the national or regional level. In particular, the European Association of Zoos and Aquaria (EAZA) is running annual campaigns. Most of these campaigns put the emphasis on illegal and unsustainable trade:

- The Bushmeat Campaign (2000-2001) involved a petition with demands directed to African and European leaders, which was signed by 1.9 million zoo visitors.
- The Tiger Campaign (2002-2003) included a significant fundraising part resulting in the collection of almost EUR 700,000 for selected tiger conservation projects.
- One of the missions of the Shellshock Campaign (2004-2005) was to raise awareness of the conservation and welfare crisis that the world's turtles and tortoises currently face.
- 'Save the Rhinos', the EAZA Rhino Campaign (2005-2006), focussing on a group of CITES-listed species that are threatened primarily by illegal trade, was officially launched in September 2005 and is still ongoing.



Cologne Zoo recommends visitors to insist, before the purchase of a pet bird, on the presentation of proofs of origin, to limit any purchase to specimens bred in Germany, and to consult the local conservation authorities if in doubt

Finally, WAZA itself also makes efforts to promote CITES: a virtual zoo was opened in May 2006 on the WAZA website (www.waza.org). This zoo displays close to 300 species, providing texts, photos, distribution maps and links to other Web resources. The CITES status is given for each of the species and the reference to the CITES Appendix is linked to the CITES website.

*Peter Dollinger
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The World Association of Zoos and Aquariums*

Ten popular misconceptions about CITES

1. CITES deals with all aspects of wildlife conservation. CITES deals only with international trade in the species included in its Appendices. While wider conservation issues have an important influence on CITES decisions and actions, the scope of the Convention relates to the regulation of international trade in listed species.

2. CITES aims to ban all wildlife trade. CITES aims to regulate international trade in species listed in the Appendices. It does not aim to stop all wildlife trade. However, for some species trade is highly restricted or subject to specific conditions, and in some cases the Parties can recommend a temporary suspension of trade.

3. CITES regulates domestic trade. The provisions of CITES apply to international trade, and therefore CITES cannot be used as a means to regulate domestic trade. Nevertheless, Parties have recognized the link between unregulated domestic trade and illegal CITES trade, and have encouraged Parties to ensure that they regulate their domestic trade adequately as a means to assist with the regulation of international trade.

4. The CITES Appendices are a listing of the world's endangered species. The Appendices only list species that are or may be affected by international trade. There are many reasons why a species may be considered vulnerable or threatened with extinction. One possible reason is over-exploitation for international trade but other threats include habitat loss, environmental degradation, or unsustainable exploitation for domestic use. CITES is a mechanism for international cooperation between exporting and importing States, which is why CITES is not relevant to species that are not internationally traded or not likely to become so, or are affected by problems that occur entirely within the borders of a State. This is not a flaw of the Convention, only a reflection of its well-defined purpose and regulatory mechanisms. Other conventions, agreements and national laws address these other threats.

5. CITES is a mechanism to impose trade restrictions on developing countries. It is a fact that both producer and consumer countries have

responsibility for conserving and managing resources, and CITES creates the means for international cooperation and decision-making for the conservation and management of wild resources in international trade.

6. The CITES Secretariat issues permits to authorize trade in CITES specimens. Permits and certificates necessary to authorize trade in accordance with CITES provisions may only be issued by a national Management Authority competent to grant permits or certificates on behalf of the Party it represents.

7. CITES offices are administered by the CITES Secretariat, and the Secretariat has enforcement powers. The Secretariat has no jurisdiction over any CITES authority. CITES authorities are established by national governments, and are subject to the policy and administrative requirements of each State. The Secretariat can advise CITES authorities on the basis of agreed interpretation of the Convention and its provisions, but it has no authority whatsoever on each authority's operations.

The CITES Secretariat does not have any enforcement powers and cannot decide, or impose a course of action, on CITES cases under consideration by Parties. It is widely believed that the Secretariat decides on matters such as the disposal of confiscated specimens, but it cannot do so. Enforcement of the Convention is a responsibility of the member States, though the Secretariat can provide assistance to enforcement efforts through the provision of information or by facilitating the exchange of information.

8. All souvenirs made from wildlife are banned from trade. The Convention regulates trade in tourist souvenirs made from CITES-listed species, and in some cases allows for an exemption from CITES provisions for such items. However many Parties apply stricter domestic measures to regulate their trade.

9. All elephant and crocodile products are banned from trade. This misperception is in part due to the prevalence of such items in public displays of seized or forbidden items. Specific African elephant products from certain range States may be traded for commercial and non-commercial purposes, subject to the restrictions and conditions found in the listing of *Loxodonta africana* in the Appendices of the Convention. As for the trade in crocodilian skin products from wild, ranched and

captive-bred sources, it is regulated and has contributed positively towards the conservation, management and restoration of populations of most crocodylian species.

10. All wildlife trade poses a threat to species.

Wildlife trade is not necessarily a threat to the survival of species. Over 95 % of the global trade in CITES specimens involves species which are not threatened with extinction and which may be traded internationally for commercial purposes. This trade is subject to regulation and monitoring, and aims to avoid use that is incompatible with the survival of the species concerned. In addition, Parties recognize that the sustainable use of wild fauna and flora, whether consumptive or non-consumptive, provides an economically competitive land-use option which can bring positive benefits, such as providing incentives for supporting the conservation and management of wild species, containing the illegal trade and meeting human needs.

The Secretariat

Understanding CITES

From the Secretary-General

This issue of *CITES World* describes many efforts made by Parties to explain the Convention to the general public and dispel the many misunderstandings that exist.

It could be so simple: CITES should ensure that, where there is trade in wild animals and plants, it takes place legally and sustainably. For species where the latter is not currently possible, commercial trade is not allowed. For species that may be at risk, a non-detriment finding is necessary before an export permit is issued. Export permits for all listed species are checked by importing countries to ensure that the shipment takes place legally.

But then there are so many exemptions, either in the text of the Convention itself, or created through Resolutions, that even people who work on a daily basis with CITES sometimes get confused. I have had to write down things in my own way over the last 27 years to keep track of all provisions. This has led to *The Evolution of CITES*, the latest edition of which is available as an e-book on the CITES website.

The fact that the practical implementation of the Convention differs from country to country, as a result of stricter domestic measures or just different national rules, is not very helpful either.

Brochures with information for the general public can never explain the totality of the Convention, why exactly species are listed or not listed, all the differences between Appendix I and II, or the provisions applying to personal effects. One way to solve this would be to make things a lot simpler and to get rid of unnecessarily complicated rules and provisions, where they do not contribute significantly to conservation. One such case is what is and is not possible under the personal and household effects exemption. The Standing Committee agreed a long time ago that the only solution to the implementation difficulties would be to amend the Convention. I agree, but I also think that things would already be a lot easier if the public realized that live specimens are not exempted from CITES provisions, that taking specimens of Appendix-I species home is not allowed, but that there is no problem where non-commercial quantities of Appendix-II species are concerned. All it would take would be for Parties to agree that, in accordance with Article VII, paragraph 3. (b) iii), they do not require export permits for Appendix-II personal effects and tourist souvenirs, thus allowing them to concentrate all their efforts in this area on preventing tourist souvenirs of Appendix-I species leaving their territories.

Back to brochures, these make things sometimes even more confusing. They are often so general that people believe that all trade in specimens such as parrots, crocodile handbags or ivory jewelry is prohibited. To explain why that is not the case and in which cases trade is allowed takes a lot of effort, which goes well beyond the bit of text that a brochure can contain.

The importance of a clear understanding by the general public of what is allowed and what is not is however evident. The bulk of wildlife products ends up on the consumer market and people need to realize what they may or may not buy.

Unfortunately, most of the information addressed to the general public concerns tourist souvenirs rather than commercially available wildlife products in their countries.

I hope this edition of *CITES World* contributes to a better understanding of the information needs of the general public, i.e. the consumers, and to increased efforts to provide that information.

Willem Wijnstekers

CITES explained in one paragraph:

CITES is a treaty between member States for preventing over-exploitation of wild fauna and flora for international trade. Supported by national legislation, trade in species listed in the three CITES Appendices must conform to CITES requirements and provisions outlined in the text of the Convention. Implementation of CITES is guided by Resolutions of the Conference of the Parties. Permits and certificates follow a standardized format. These are issued by competent authorities when certain conditions are met in the exporting country or in both the exporting and importing countries. These conditions vary according to the Appendix in which species are listed, and focus on purpose of trade, conservation impact (determined by a scientific authority), legal acquisition and, where relevant, humane treatment concerns. Permits and certificates are endorsed (usually by Customs) upon exit, and presented (usually to Customs) on entry. Data collected from permits and certificates contribute to a body of information that allows Parties to follow international trade trends and to adapt national and international conservation and trade policies as necessary.

The Secretariat

Secretary-General's Certificate of Commendation

In 2002, the Secretariat advised the Parties of the introduction of certificates of commendation that would be issued, at the Secretary-General's discretion, to recognize exemplary enforcement actions. The fourth such certificate was awarded by the Secretary-General on 23 March 2006 to the Royal

Chitwan National Park Authority and the Royal Nepalese Army. The certificate was awarded in recognition of their combined efforts to combat the poaching of and illegal trade in endangered species, especially leopard, rhinoceros and tiger. During 2004 and 2005, officers of the Authority and Army arrested over 30 persons engaged in illegal activities, many of whom were subsequently sentenced to periods of imprisonment. Their enforcement activities also led to the seizure of rhinoceros horns, tiger skins, and tiger and leopard bones, and to the confiscation of money obtained through illegal activities, as well as vehicles, weapons and ammunition.



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If you would like to submit an article, or make suggestions or comments, please contact the Capacity-Building Unit.

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