



~~END~~ **WILDLIFE** ~~CRIME~~

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www.endwildlifecrime.org

An International Network of Champions to End Wildlife Crime

Hong Kong, July 9 2020 – The [End Wildlife Crime Initiative](#) (EWC) today launches a network of influential Champions to help achieve international legal reform and stem the **under-regulated, poorly regulated and illegal wildlife trade**.

Chaired by John E. Scanlon, former Secretary-General of CITES, EWC Champions include industry associations, corporations, foundations, and the non-government sector – highlighting the need for a multi-industry approach to End Wildlife Crime.

“We are thrilled to have industry associations with vast networks and a deep commitment to combating wildlife crime join as founding Champions, along with companies, foundations, and non-governmental organisations, with an equally deep commitment to the issue,” Scanlon said.

“We look forward to welcoming further Champions from across all sectors as we work together to advance two critical reforms to our international laws on wildlife crime and wildlife trade that are needed to help ensure we avoid future wildlife-related pandemics”.

EWC launched on 5 June 2020 as an alliance of environmental, policy, legal, business and public health experts urged the global community to address serious gaps in international law by:

- creating a new global agreement on wildlife crime, and
- making changes to existing international wildlife trade laws to include public and animal health considerations in decision making.

Transnational wildlife crime is a \$200 billion-a-year illegal industry but this figure pales in comparison to the costs to local communities, public and animal health and to our environment. Yet there currently is no global legal agreement on wildlife crime

Organisations and individuals that support EWC objectives can express their support by signing onto the Initiative. Organisations can become a Champion by signing onto the Initiative and undertaking to advance the objectives of the Initiative within its sphere of influence. [Learn how to become a Champion](#).

About the Global Initiative to End Wildlife Crime

Hosted by ADM Capital Foundation in Hong Kong, Chaired by Scanlon, and with Founding members the Born Free Foundation, The Food and Land Use Coalition, the Global Environmental Institute and The ICCF Group, the Initiative gathers an array of organisations and individuals in its Steering Group representing environmental, policy, business and public health interests. The initiative also includes

advisers on private sector engagement, building partnerships and CITES, as well as a technical support group that includes renowned international lawyers and criminologists.

Founding Champions

Associations

[World Travel and Tourism Council](#) (WTTC)

WTTC is the only global body representing the Travel & Tourism private sector and its numerous industries and combating illegal wildlife trade is amongst its top priorities. In 2018 the WTTC adopted the [Buenos Aires Declaration on Illegal Trade in Wildlife](#), which now has over 110 signatories.. The Council's Members are the Chairmen or Chief Executives of leading global Travel & Tourism companies, from all geographies and industries, including hotels, airlines, airports, tour operators, cruise, car rental, travel agents, rail, as well as the emergent sharing economy, enabling them to speak with one voice to governments and international bodies.

Over 200 companies are now represented on the Council, accounting for two-thirds of a trillion US dollars in turnover, equivalent to 30% of the entire sector.

[Association of Zoos and Aquariums](#) (AZA)

AZA is dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. [The Wildlife Trafficking Alliance](#) (WTA) a programme of AZA, is a coalition of more than 70 leading companies, non-profit organizations, and AZA-accredited zoos and aquariums working together to reduce the purchase and sale of illegal wildlife and wildlife products. WTA works with a variety of partners whose active engagement is essential to the success of the WTA goals.

AZA represents more than 230 facilities in the United States and overseas, which collectively draw more than 200 million visitors every year.

Corporations and Foundations

[TreadRight Foundation](#)

TreadRight Foundation has supported over 55 sustainable tourism projects worldwide to date. Support is provided through donations and grants to leading partners across the sustainable travel spectrum. These projects all fall under the three pillars of TreadRight: People, Wildlife, Planet.

The organisation was created as a joint initiative between The Travel Corporation's (TTC) family of brands, which includes 42 award-winning brands with a core ethos of being 'Driven by Service'.

[ADM Capital](#)

ADM Capital looks to drive positive change in businesses, supporting entrepreneurs and tomorrow's leading enterprise in the absence of traditional finance. Through careful structuring, alignment, and ongoing management, ADM Capital uses its expertise and established networks to help deliver sustainable growth to portfolio companies. They believe that the social and environmental aspects of businesses ultimately influence returns. As such, they fully expect that their investments, whilst producing superior returns, should be based on ecologically sound principles.

In 2006, the partners ADM Capital, established ADM Capital Foundation, recognising the need for innovative and replicable models of funding for impact.

Non-governmental Organisations

[Wildlife Justice Commission](#)

The Wildlife Justice Commission believes wildlife is not for sale to the highest bidder and must be protected from traffickers who turn endangered species into trinkets and jewellery.

Its investigators work undercover to drive the wildlife criminals out of the shadows to bring an end to their multi-billion-dollar business. They combine compelling evidence of wildlife crime gained through in-depth intelligence-led investigations with high-level political engagement with governments and law enforcement agencies to put an end to wildlife trafficking.

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