



WILD FOR LIFE



Tackling the Illegal Trade in Wildlife

A UN public awareness campaign



#WILDFORLIFE



1. A digital first campaign to deliver a UN mandate to increase awareness about the illegal trade in wildlife
2. A coordinated public advocacy and social mobilisation response to the illegal trade
3. Global reach: 6 UN languages plus Portuguese and Vietnamese

#WILDFORLIFE



9 Global Campaign Leaders with 100 million in reach “own” the campaign—Ian Somerhalder, Nikki Reed, Gisele, Yaya Touré, Li Bingbing, Jacqueline Fernandez, Ragheb Alama, Thu Minh, Nadya Hutagalung

20 Celebrity Campaign Champions with 100 million in reach have joined the campaign since launch in May, including Neymar Jr, Behati Prinsloo, Olivia Culpo, Maria Menounos, Arianna Huffington, Jane Goodall

INITIAL RESULTS

Voice:

- 30+ politicians and ministries have promoted the campaign
- 1,733 news stories referencing the campaign. With World Environment Day: 4,023
- Coupled with major report launches

Reach:

- 30 prominent personalities to date with a combined audience reach of **190 million**
- 45,540 tweets have been posted with potential reach of **794 million**
- On Instagram: 1,908 posts resulting in an estimated **125.5 million impressions**

Engagement (to date):

- Total likes, comments and shares: **2.2 million**
- 20,223 people have chosen a species to champion and shared their morphs
- 4,903 have made pledges to act

WAY FORWARD

Expand and consolidate efforts to combat illegal trade: from awareness raising to demand reduction, with advocacy for strengthened policy, governance and enforcement actions in source, transit and destination countries

- Increase evidence base on knowledge, attitudes and practices sustaining the illegal trade
- Expand global public advocacy campaign but consolidate with targeted, partner-led social mobilisation and behaviour change communication initiatives at regional and national levels
- Broaden UN and public sector partnerships and collaborations with the private and citizen sectors

PARTNERS & COLLABORATORS

Founding Partners



UNEP



Empowered lives.
Resilient nations.

UNDP



UNODC



CITES

UN, Multilateral and Government Partners



CMS



Global Environment Facility



Indonesia



U.S. Fish & Wildlife Service



Xinhua News Agency



unicef



World Bank Group



Connect 4 Climate

Civil Society



USWTA (US Wildlife Trafficking Alliance)



The Nature Conservancy



WWF International



PCI Media Impact



GRASP



IUCN



Dvůr Králové Zoo



World's Largest Lesson



Freeland



Elephants DC



Save The Elephants



Traffic