



environmental affairs

Department:
Environmental Affairs
REPUBLIC OF SOUTH AFRICA

Ref:02/1/5/2

MINISTER

QUESTION NO. 830 FOR WRITTEN REPLY: NATIONAL ASSEMBLY

A draft reply to **Mr T Z Hadebe (DA)** to the above-mentioned question is enclosed for your consideration.

**MR ALF WILLS
DIRECTOR-GENERAL (ACTING)**

DATE:

DRAFT REPLY APPROVED/AMENDED

**MRS B E E MOLEWA, MP
MINISTER OF ENVIRONMENTAL AFFAIRS**

DATE:

NATIONAL ASSEMBLY

(For written reply)

QUESTION NO. 830

INTERNAL QUESTION PAPER NO. 8 of 2015 {NW978E}

DATE OF PUBLICATION: 20 March 2015

Mr T Z Hadebe (DA) to ask the Minister of Environmental Affairs:

What are the details of (a) rhino horn and (b) other wildlife demand reduction campaigns taking place in consumer countries which are funded by (i) the Government, (ii) foreign governments and (iii) private non-governmental initiative? NW978E

830. THE MINISTER OF ENVIRONMENTAL AFFAIRS REPLIES:

- (a) and (b)(i) Although the South African Government currently does not fund demand reduction campaigns in consumer countries, it recognises such campaigns by foreign governments. The South African Government's focus in terms of campaigns continues to be on awareness raising to enhance community awareness with regard to the economic, social and environmental impact of illegal wildlife trade and to encourage the general public to report illegal activities related to the illegal killing of rhino and the illegal trade in rhino horn to appropriate authorities.
- (a) and (b)(ii) In terms of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) Decision 16.85 on rhinoceroses, all parties affected in the illegal trade in rhino horn as a Range or consumer state, where applicable, should develop and implement long-term demand reduction strategies or programmes (awareness-raising) to enhance community awareness with regard to the impact of illegal wildlife trade. Information relating to these strategies or programmes must be submitted to the CITES Secretariat by 31 March 2015 now extended to 31 July 2015. South Africa has submitted information relating to its awareness raising activities to the CITES Secretariat.
- (a) and (b) (iii) The Department of Environmental Affairs is aware of the following private non-governmental initiatives (information provided to the Department by the Endangered Wildlife Trust which has been coordinating an informal demand reduction group):

(b) and (b) (iii) The Department of Environmental Affairs is aware of the following private non-governmental initiatives:

ORGANISATION	2A DESCRIPTION OF ACTIVITY	2B PRODUCT TARGETED	2C TYPE OF CONSUMER TARGETED	2D DRIVER OR CONSUMPTION BEHAVIOUR TARGETED	2E STAKEHOLDERS INVOLVED	2F MARKETING OR COMMUNICATION TOOLS USED	2G IMPACT ACHIEVED
Endangered Wildlife Trust	Poster design competition	Rhino horn	General public	All	ENV, US Embassy Hanoi, Freeland Foundation	Fliers, pamphlets, social media	To be determined once the posters are rolled out
Wild Peace Alliance	Creation of a creative commons (royalty-free use) and educational theatre piece for production and performance in Vietnam, at schools and national theatre	Rhino horn	People who appreciate culture and visit theatre (usually wealthier people and business leaders), patrons of the arts. Youth in high school	Use of rhino horn in all forms, especially for consumption and social status	Wild Peace Alliance, Theatre for Africa	General theatre production marketing channels in Vietnam. Vietnamese Schools and local Vietnamese NGOs.	Program is still in development and funding raising stage. Impact is targeted to long term association with rhino horn and stigma attached to its use and possession
Corporate Leaders Alliance for Wildlife (CLAW)	A movement of concerned businesses using their buying power and influence on business leaders in demand states to publicly declare that they do not use or support the use of illegal wildlife products.	Illegal Wildlife Products, specifically Ivory and Rhino Horn	Asian Business People	Use of Illegal Wildlife products to elevate their status and as gifts.	Wildlife ACT Fund and TRAFFIC.	Website and direct contact with concerned businesses, following which direct contact is made with businesses in demand states, using the channels opened by the concerned businesses.	Program in its infancy and development.
World Youth	Global youth movement	Mainly	The	All	Project Rhino KZN and	Online; through	On-going

ORGANISATION	2A DESCRIPTION OF ACTIVITY	2B PRODUCT TARGETED	2C TYPE OF CONSUMER TARGETED	2D DRIVER OR CONSUMPTION BEHAVIOUR TARGETED	2E STAKEHOLDERS INVOLVED	2F MARKETING OR COMMUNICATION TOOLS USED	2G IMPACT ACHIEVED
Rhino Summit	against rhino poaching and wildlife crime. The clear objective going forward is to ensure that the World Youth Wildlife Declaration and the 6 Resolutions as written by the youth sound a world-wide call to action. Our aim is to ensure the voices and actions of the youth are seen and heard by a global audience.	Rhino horn but not against the youth targeting other wildlife products	campaign is aimed at the youth with the goal that their messages will be received by influential people		the Kingsley Holgate Foundation along with the American International School of Mozambique and Ezemvelo KZN Wildlife. Project Rhino KZN & Kingsley Holgate Foundation will drive the Global Youth Movement in 2015	participating schools, youth organisations, NGOs and other interested parties.	
Rhino Art – Let the Children’s Voices be heard	Aims to gather the largest number of children’s ‘Art Voices’ ever recorded in support of rhino protection and to use these ‘Hearts and Minds’ messages from the children of Africa as a worldwide call to action against rhino poaching.	Rhino Horn	Children – mostly primary school level		Project Rhino KZN and the Kingsley Holgate Foundation; WildAct Vietnam & Helping Rhinos UK Helping Rhinos UK D’Tours – Namibia Big Game Parks – Swaziland President Chissano Foundation - Mozambique Kruger Honorary Officers Other strategic partners include: TVG (Youth Camp in KZN), Shakaland, King Shaka	Online; through participating schools, youth organisations, NGOs and other interested parties.	Approx. 150 00 pieces of art done. Resulted in the Youth Summit.

ORGANISATION	2A DESCRIPTION OF ACTIVITY	2B PRODUCT TARGETED	2C TYPE OF CONSUMER TARGETED	2D DRIVER OR CONSUMPTION BEHAVIOUR TARGETED	2E STAKEHOLDERS INVOLVED	2F MARKETING OR COMMUNICATION TOOLS USED	2G IMPACT ACHIEVED
					International Airport, SAACI, Lesedi Cultural Village, Thompson's Travel, Dunlop Hamba Challenge, Ezemvelo KZN Wildlife Community Rhino Ambassadors, Landrover South Africa, iMake a Difference - New Zealand,		
Rhinose Foundation	ENV (Education For Nature Vietnam) delegation visit To South Africa In September 2015, following Previous visits In 2013 and 2014. The aim Of these visits Is to educate Vietnamese celebrities, Television and Press media On the effects Of rhino horn demand in Vietnam	Rhino horn	Wealthy Vietnamese rhino horn consumers	Advised guided by ENV and TRAFFIC research	Rhinose Foundation, ENV, SanParks Honourary Rangers	Facebook; (Rhinose Day), ENV, Le Hong Nhung, SanParks Honourary Rangers, websites And blogs as above. Vietnamese, South African & International TV and Press media.	Difficult to quantify but Hong Nhung has appeared on numerous media Platforms since Her visit to South Africa in September 2014.

ORGANISATION	2A DESCRIPTION OF ACTIVITY	2B PRODUCT TARGETED	2C TYPE OF CONSUMER TARGETED	2D DRIVER OR CONSUMPTION BEHAVIOUR TARGETED	2E STAKEHOLDERS INVOLVED	2F MARKETING OR COMMUNICATION TOOLS USED	2G IMPACT ACHIEVED
WWF	Behaviour change Campaign: <ul style="list-style-type: none"> • Formative qualitative research Consultative campaign design <ul style="list-style-type: none"> • Creative design. • Pre-testing of the creative design options • Consultative campaign design workshop • Completion of creative designs • Launch of the selected designs 	Rhino horn	Consumers of rhino horn in Viet Nam (specific demographic, successful wealthy businessmen 40 yrs +)	Status driven use of rhino horn	TRAFFIC GMPO, PSI	Chi Campaign: Small outdoor billboards in strategic locations, direct marketing for Vietnam Airline Frequent Flyers, interactive social events at high-end sports centers/luxury car dealerships, targeted online interactions via <i>Chi</i> microsite. <i>The Power Comes From Our Will</i> campaign or the <i>Chi</i> Campaign drives home the message that Viet Nam's most impressive and charismatic men have created their own good fortune using their internal drive, dedication and talent, and that these same men know that a piece of horn is no substitute for the power that lies inside them. One of the main learnings from the research leading up to	M&E Ongoing

ORGANISATION	2A DESCRIPTION OF ACTIVITY	2B PRODUCT TARGETED	2C TYPE OF CONSUMER TARGETED	2D DRIVER OR CONSUMPTION BEHAVIOUR TARGETED	2E STAKEHOLDERS INVOLVED	2F MARKETING OR COMMUNICATION TOOLS USED	2G IMPACT ACHIEVED
						the campaign has shown that positive messaging coming from within the target group is the most powerful way to change behaviour. As such, by portraying dynamic Vietnamese business leaders not needing a piece of rhino horn to prove they are lucky, strong or wealthy formed the crux of the campaign imagery.	
Wilderness Foundation	School briefings, art competition and wilderness trails	Rhino horn	Scholars at 12 International schools in Saigon, Vietnam	Schools are attended by children from mostly wealthy families in a position to influence and improve awareness within these families of rhino horn related matters	<ul style="list-style-type: none"> • Wilderness Foundations Forever Wild Rhino Conservation Initiative • Peace Parks Foundation • Investec Rhino Lifeline • Vietnamese singers Thuh Min and Than Bui 	<ul style="list-style-type: none"> • Presentations • Posters • Soft toys • Website • video 	<p>Project is still in progress. Impact to date:</p> <ul style="list-style-type: none"> • Presentations to 12 schools in Saigon, Vietnam • More than 2000 entries received from Vietnamese schools for the

ORGANISATION	2A DESCRIPTION OF ACTIVITY	2B PRODUCT TARGETED	2C TYPE OF CONSUMER TARGETED	2D DRIVER OR CONSUMPTION BEHAVIOUR TARGETED	2E STAKEHOLDERS INVOLVED	2F MARKETING OR COMMUNICATION TOOLS USED	2G IMPACT ACHIEVED
							art competition the winners of which will be taken on wilderness trails in Imfolozi GR

---oOo---