

## The Rufford Small Grants Foundation

### Final Report

Congratulations on the completion of your project that was supported by The Rufford Small Grants Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs, please send these to us separately.

Please submit your final report to [jane@rufford.org](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

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#### Grant Recipient Details

<b>Your name</b>	Ericka Ceballos
<b>Project title</b>	Project to monitor the e-trade of elephant ivory in Asia and Africa
<b>RSG reference</b>	11398-B
<b>Reporting period</b>	30 <sup>th</sup> April 2012 to 31 <sup>st</sup> March 2013
<b>Amount of grant</b>	£12,000
<b>Your email address</b>	<a href="mailto:ericka@catcahelpanimals.org">ericka@catcahelpanimals.org</a>
<b>Date of this report</b>	April 28 <sup>th</sup> 2012

**1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.**

Objective	Not achieved	Partially achieved	Fully achieved	Comments
To help assess the scale and the methods of the illegal e-trade on elephant ivory in Africa and Asia			Yes	The scale and methods of the illegal e-trade on elephant ivory was assessed in eight countries, which is the double of what we originally planned. This investigation opened new doors of knowledge about the increasing e-commerce of protected wildlife worldwide. It allowed us and the governments to see the extent of the problem as currently there are only very few countries untouched by this new type of trade.
Alert the respective enforcement authorities of the illegal internet trade on elephant ivory			Yes	The results were distributed to the enforcement authorities of five continents and lobbied for them to consider starting to monitor their own e-commerce of wildlife. This idea was especially well received by the African and Latin American governments. Personally I had meetings with some governments to explain them how to do this internet monitoring and how to build their database which can help them to monitor the scale of the problem and to prosecute the illegal sellers.
To lobby against the threatening Proposal of Tanzania to downlist their African elephant populations and to have a onetime sale of ivory		Yes		Tanzania withdrew this Proposal before the CITES CoP16 started but this report was a great tool to lobby against the possible future threats of onetime sales of ivory and for the urgent African elephant conservation. This report was handled to the Tanzanian government and they were quite interested about conducting a monitoring of the e-commerce in their country.
Exposing the e-trade of elephant ivory in Africa and Asia			Yes	This was fully achieved. This investigation was also done in countries where this type of investigation has never been done before (including Japan). The report of this monitoring exposed the level of e-trade in five Asian and three African countries.
Delivering the report to media		Yes		This was done. During the CITES CoP16 in Bangkok I spoke to several major

				international reporters about the investigation and I gave a copy of the report to each one of them. However, due to the everyday important issues that were decided everyday at the CITES CoP16 our report didn't hit major newspapers this time. Therefore we will continue to inform the media about our findings.
Creating awareness about the e-trade on elephant ivory in Africa and Asia			Yes	Achieved. This subject was one of the hottest issues discussed during the CITES CoP16.
Delivering our report to the internet selling services providers		Yes		We have distributed it to the main services in the monitored countries. However, we are still doing that by e-mail and post to recent found new services in these and other countries. It will take us up to the end of May 2013 to complete it worldwide.

**2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).**

1) India was the main country that we were going to investigate but we only found relatively few websites and classified ads selling elephant ivory in this country. Therefore, after completing our first monitoring there we decided to find other medium to large country, so our team took the decision to do the monitoring in South Africa under the same budget. We happen to have a South African and also a Dutch colleague that have experience in animal conservation and very familiar with computer research and familiar with the African elephant crisis, so they both helped in the research of this country.

2) We very much intended to do this investigation in China and for that purpose we had a Chinese colleague ready to help us (speaking and reading Mandarin and Cantonese) but after the training he ran into problems immediately, as the Chinese classifieds advertisements found were in Simplified Chinese. We got another colleague to help us and the same problem arose. At the end we were posting ads as far as Hong Kong to find someone to help us, without getting any positive results. Our team was very disappointed as China and specially Hong Kong are the major traders of elephant ivory worldwide. However, to fit in the project timetable we had to choose other country to be monitored.

3) Another problem that we encountered and that we didn't expect was that Japan has such an overwhelming amount of classified ads of elephant ivory, so much that we were working from the very beginning up to early February 2013 with Japan. I had to be helping my Japanese colleague personally to capture the data for most of the time.

4) When analysing the data of Japan we also had some problems, as we created a computer programme to help us to capture the large amounts of data in this country but with the characters in Japanese it missed some important information, so we had to recapture this data one by one with our Japanese colleague.

For all the other countries the capture and analysis of the data was done in the planned way.

5) While researching Morocco in Arabic, we found links to the United Arab Emirates and Saudi Arabia and Algeria which contained large amounts of elephant ivory. As we already had our hands full with the other countries, I asked our Animal Conservation and Welfare Foundation colleagues in Poland if they wanted to help us by researching the classified ads of those countries, as the ads that we found by chance contained an important amounts of elephant tusks. We were honoured that the ACWF decided to join efforts with CATCA to collaborate in this investigation, so they did the investigation in these countries after training them. The ACWF covered their own costs.

### **3. Briefly describe the three most important outcomes of your project.**

1) The results of our investigation showed different levels of e-commerce of wildlife in all the countries researched. These eight countries all had some level of advertisements, some with few ads but several specimens, others with many advertisements and an average of few ivory specimens, but we found different prices, types of ivory work and uses according to each country different demand.

This means that each country has to tackle the e-trade of elephant ivory problem with different approaches depending on the type of market that they have.

2) Our report created a lot of awareness about the e-commerce of elephant ivory in Africa and Asia. By showing our results to the governments and urging them to conduct a similar internet trade of wildlife monitoring in their own countries, we are helping to build new enforcement sections dedicated to tackle the e-commerce of protected wildlife in several countries. Many governments showed lots of interest in creating their own e-trade of wildlife units after talking to them and giving them the printed reports for them to read and study.

3) In this investigation our CATCA team discovered some potential illegal traders of elephant tusks (and also rhino horns) with dozens to hundreds of specimens each one in one African, two Asian and one European country. This was personally reported to the CITES enforcement authorities of those countries during the CITES CoP, and may have lead to prosecutions and large confiscations of elephant tusks and rhino horns.

### **4. Briefly describe the involvement of local communities and how they have benefitted from the project (if relevant).**

Not relevant.

### **5. Are there any plans to continue this work?**

Definitely yes. With every investigation that we do, we reach and convince more governments into tackling the e-trade of wildlife in their own countries. Each new investigation reaches diverse countries with different culture, religion and in separate geographical regions, so the results that we get on the different species that we investigate on the e-trade, help to convince the enforcement authorities about the urgency of having a proper evaluation of their own e-commerce.

## 6. How do you plan to share the results of your work with others?

We are doing this now and will continue to do it, sending the PDF report via e-mail and the printed report by post to governments, internet server providers, media, universities and other NGO's.

The report is in the internet in the CATCA website.

## 7. Timescale: Over what period was the RSG used? How does this compare to the anticipated or actual length of the project?

11 months. The original timescale was from January 1<sup>st</sup> 2012 to May 2012.

## 8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used.

Item	Budgeted Amount	Actual Amount	Difference	Comments
Costs of the internet trade monitoring in three small to medium size countries	4555	4555		Even if the work was much more than we expected, we kept Japan in the budget.
Costs of the internet trade monitoring in a large country	1922	1922		
Final report preparation and editing	1153	1153		
Final report printing	1920	1941	21	The printing was a bit more expensive of what we calculated in the budget.
Coordination of project	200	200		
Distribution of reports outside of the CITES CoP16th	124	124		
Other costs	326	326		
<b>TOTAL</b>	<b>12000</b>	<b>12000</b>	<b>21</b>	

The extra countries in this investigation were done by our colleagues of the Animal Conservation and Welfare Foundation Team in Poland. They covered their own costs of the investigation.

## 9. Looking ahead, what do you feel are the important next steps?

To continue investigating the e-commerce on protected wildlife in other countries. In this investigation, the Arab countries in Africa and Asia, India, Japan, Philippines and Tanzania were very interested in the reports from our investigation and they were shocked to learn about the results we got in their countries. It is important to keep investigating and exposing the e-trade of wildlife, to get more countries to get involved into taking action to reduce or end this type of environmental crime before it gets out of their hands.

**10. Did you use the RSGF logo in any materials produced in relation to this project? Did the RSGF receive any publicity during the course of your work?**

As in the past we used the RSGF logo two times in our report: On the inside cover and on the back cover.

**11. Any other comments?**

This report was very well received by the governments and their enforcement authorities. On the second day of the CITES CoP16, a renowned expert and UNEP ambassador mentioned it in an event from UNEP and the day after, our team was congratulated for this investigation by the National Geographic investigators of the explosive and worldwide praised "Blood ivory" article from October 2012. Few days later we got a couple of e-mails from Interpol HQ's in Switzerland, congratulating the team for the initiative and the second e-mail telling us that they have now all our e-trade reports in their files as good and reliable information on the e-commerce of wildlife. The CITES Secretariat and our elephant conservation colleagues also congratulated us for the investigation and report.

The PDF version of the report is in this link: <http://www.catcahelpanimals.org/97.html>