“Since its inception, the Wildlife Trafficking Alliance has made significant progress in building public-private partnerships across a variety of sectors to tackle the wildlife trafficking epidemic. I’m thrilled to join the dedicated team of conservation professionals at AZA and its member facilities. AZA will provide a powerful platform for the continued expansion of partnership opportunities that raise awareness about wildlife trafficking, reduce poaching, and directly benefit critical wildlife populations around the world.”

Sara Walker, Senior Advisor on Wildlife Trafficking, Association of Zoos and Aquariums (former Executive Director of the U.S. Wildlife Trafficking Alliance)
A Message From Dan Ashe

2018 has been an amazing year for the Association of Zoos and Aquariums, and acquisition of the Wildlife Trafficking Alliance (formerly the U.S. Wildlife Trafficking Alliance) has been a highlight. Wildlife trafficking is a global epidemic—one of the crucial conservation issues of our time—that is driving some of the world’s most beloved animals to the brink of extinction. AZA-accredited zoos and aquariums are world leaders in saving animals from extinction. Alignment with WTA partners, who are leaders in travel, media, and consumer products businesses, and among conservation NGOs, creates a powerful momentum to fight the scourge of wildlife trafficking.

We must act quickly. We must act together.

As the former U.S. Fish and Wildlife Service Director, I witnessed firsthand how effective public-private partnerships can turn what seems improbable into the possible. It will take all of us—government, NGOs, business, and individuals—to end the poaching and trafficking crisis. The Wildlife Trafficking Alliance is a unique coalition that brings together all of these important elements. And now, AZA’s 233 members are prepared to join along.

Throughout 2018, the AZA team worked closely with Sara Walker, former Executive Director of USWTA and the new Senior Advisor on Wildlife Trafficking at AZA, to successfully integrate the coalition into the AZA organization. I am proud of the progress we have made, and thankful to all of the partners of the Wildlife Trafficking Alliance for helping to make this a smooth and positive transition.

And while transition has been our principal focus for 2018, we made important strides, positioning WTA for continued success. This 2018 Annual Report shares some of the progress we have made together over the past year, and offers a peek into the next couple of years as we continue to expand the coalition. I hope you are as inspired as I am about the future of AZA’s Wildlife Trafficking Alliance.

Dan Ashe
President and Chief Executive Officer
Association of Zoos and Aquariums
Our Mission

The Wildlife Trafficking Alliance works in a public-private coalition to reduce, and eventually eliminate, the illegal trade of wildlife and wildlife products around the world, by:

» Raising public awareness about wildlife trafficking;

» Effecting behavior change to reduce consumer demand for wildlife and wildlife products; and

» Mobilizing companies in key sectors to adopt best practices to stop wildlife trafficking.

Focus Sectors and Audiences

The Wildlife Trafficking Alliance selected four focus areas for 2018, chosen because they are either industries/communities that can help us shut down the supply chain for illegal wildlife products and/or because they have the ability to reach a vast and diverse audience to help raise awareness and reduce demand. The 2018 focus areas were:

» Travel and Tourism

» Zoos and Aquariums

» E-Commerce

» Jewelry
The Wildlife Trafficking Alliance has welcomed several new partners in 2018 from the travel industry, NGO community, and AZA-accredited zoos and aquariums. WTA is now sixty-five partners strong—and growing!

**GOLD PARTNERS**

- Carnival Corporation & PLc.
- Discovery
- eBay
- jetBlue

**PLATINUM PARTNERS**

- Metro Parks Tacoma

**Tiffany & Co.**

**PARTICIPATING PARTNERS**

- Adventure Travel Trade Association
- African Wildlife Foundation
- American Association of Zoo Keepers San Diego Chapter
- American Society of Travel Agents
- Annamiticus
- Ben Bridge Jeweler
- Big Life Foundation
- Biologists Without Borders
- Brilliant Earth
- Center for Conservation Biology
- Columbus Zoo and Aquarium
- Conservation International
- Cruise Lines International Association
- Dazzle Africa
- Defenders of Wildlife
- Elephant Action League
- El Paso Zoo
- Environmental Investigation Agency
- Ethical Metalsmiths
- Etsy
- Expedia.Com
- For the Fishes
- Freeland
- Google
- Henry Vilas Zoological Society
- Hidden Treasure Tours
- Humane Society of the United States
- International Fund for Animal Welfare
- Jane Goodall Institute
- Jenkinson's Aquarium
- Lincoln Park Zoo
- LiveAuctioneers.Com
- National Geographic Society
- National Whistleblower Center
- Natural Habitat Adventures
- Natural Resources Defense Council
- One More Generation
- Protect Our Planet
- RESOLVE
- Rio Grande
- SEE Turtles
- Stop Poaching Now!
- The Nature Conservancy
- Think Elephants International, Inc.
- Vulcan, Inc.
- WildAid
- Wildlife Conservation Network
- Wyss Foundation
- Zoo New England
Wildlife Trafficking Alliance Partners

Partners of the Wildlife Trafficking Alliance are helping to end the scourge of wildlife trafficking around the world. WTA partners are able to publicly identify their brand as a supporter of conservation; and join a unique community of companies, foundations, zoos and aquariums, and non-profits, that are making positive contributions to wildlife conservation around the world. Other benefits that WTA partners received in 2018 are listed by category below.

**WTA PLATINUM PARTNER**

A company/organization was recognized as a “2018 WTA Platinum Partner” when a financial contribution was provided in the amount of $25,000. Special benefits for WTA Platinum Partners included:

» Logo recognition as a WTA Platinum Partner in multiple marketing channels via the AZA platform, delivered to more than 200 AZA-accredited zoos and aquariums globally;

» Recognition as a WTA Platinum Partner at the AZA reception on Capitol Hill, May 2018;

» Position on WTA’s Advisory Council for a senior member of the company/organization;

» Position on WTA working group(s) for a staff member(s) of the company/organization, as desired; and

» All “WTA Gold Partner” and “WTA Participating Partner” benefits.
WTA GOLD PARTNER

A company/organization was recognized as a “2018 WTA Gold Partner” when a financial contribution was in the amount of $10,000. Special benefits for Gold Partners include:

» Logo recognition as a WTA Gold Partner in multiple marketing channels via the AZA platform, delivered to more than 200 AZA-accredited zoos and aquariums globally;
» Recognition as a WTA Gold Partner at the AZA reception on Capitol Hill, May 2018;
» Position on WTA’s Advisory Council for a senior member of the company/organization, space permitting;
» Position on WTA working group(s) for a staff member of the company/organization, space permitting;
» Prominent brand recognition to a broad and diverse audience via the Alliance website, social media channels, quarterly e-newsletter, and printed and presentation materials;
» First choice to participate and highlight company at Alliance meetings and events; and
» All “WTA Participating Partner” benefits.

Platinum and Gold Partners of the Wildlife Trafficking Alliance received special recognition and brand promotion throughout 2018 for their contribution, including:

THE AZA MID-YEAR CONFERENCE

Attended by nearly 1,000 zoo and aquarium professionals in Jacksonville, Florida, this 5-day conference featured a WTA Platinum/Gold Partner slide, played in a loop prior to all general and breakout sessions.

AZA CAPITOL HILL RECEPTION

Attended by over 500 Capitol Hill representatives and staff, this event featured a WTA Platinum/Gold Partner “thank you” sign, and Partners were listed by name in remarks to the crowd by Dan Ashe, President and CEO, AZA.

THE AZA ANNUAL CONFERENCE

Nearly 3,000 zoo and aquarium professionals gathered this year in Seattle, Washington for the AZA Annual Conference. WTA featured its Platinum/Gold Partners with the following materials:

» full-page color advertisement in the conference program
» two-sided color “rack card” distributed in the exhibition hall and relevant breakout sessions
» partner slide, played in a loop prior to all general and breakout sessions
» two-sided color signage outside of the main conference area
A company/organization was recognized as a “2018 WTA Participating Partner” when a financial contribution, or in-kind contribution, was provided in the amount of $1,000.

- Digital and/or press release to signify commitment to end wildlife trafficking;
- Brand recognition to a broad and diverse audience via the Alliance website, social media channels, quarterly e-newsletter, and printed and presentation materials;
- Marketing assets to signify commitment to end wildlife trafficking, including the use of Alliance logo and all Alliance-owned materials for internal training or external communications;
- Access to wildlife trafficking experts to help formulate and consult on corporate commitments to combat illegal trade of wildlife and wildlife products;
- Personalized introduction(s) to partners, media, and other connections in the wildlife conservation field, as appropriate;
- First look at relevant sector information and materials related to wildlife trafficking; and
- Participation in sector working groups or relevant initiatives of the Alliance, space permitting.
Wildlife Trafficking Alliance Advisory Council

Shortly after being acquired by AZA, the Wildlife Trafficking Alliance established an Advisory Council that will advise on key wildlife trafficking activities across all focus areas, assuring cross-sector collaboration and planning. The Council is comprised of Platinum and Gold partners, and other key stakeholders.

2018 COUNCIL MEMBERS

» Dan Ashe, President and CEO, Association of Zoos and Aquariums (Chair)
» Jim Breheny, General Director, Zoos and Aquarium, WCS (ex officio, 2018 Chair of AZA Board of Directors)
» John Calvelli, Executive Vice President, Public Affairs, Wildlife Conservation Society
» Mike Carson, Senior Manager, Global Policy, eBay
» Mark Hanna, Chief Marketing Officer, Richline Group
» David J. Hayes, former Chair, U.S. Wildlife Trafficking Alliance
» Christopher Kuhar, Executive Director, Cleveland Metroparks Zoo

» Dwight Scott, Director, San Diego Zoo
» Dave Stewart, Executive Vice President and General Counsel, Vulcan, Inc.
» Kris Vehrs, Executive Director, Association of Zoos and Aquariums
» Alexa Verveer, Senior Vice President, Public Policy, Corporate and Government Affairs, Discovery
» Peter Zahler, Vice President for Conservation Initiatives, Woodland Park Zoo
» Rob Zeiger, Vice President and Global Chief Communications Officer, Royal Caribbean, Ltd.

“The 2014 National Strategy to Combat Wildlife Trafficking called for a whole of civil society approach to combat the poaching epidemic. As Chair of the U.S. Wildlife Trafficking Alliance, our unique public-private coalition helped to lead that response and curb the purchase and sale of illegal wildlife trafficking in the United States. I’m honored to have the opportunity to continue that work by serving on the WTA Advisory Council. We must all do our part to end the scourge of wildlife trafficking, and WTA now has the ability to lead that collective work around the world.”

David Hayes, Executive Director, State Energy & Environmental Impact Center
NYU School of Law & former Deputy Secretary of the U.S. Department of the Interior
Member, Wildlife Trafficking Alliance Advisory Council
Wildlife Trafficking Alliance Working Groups

WTA has organized working groups in two focus areas that provide critical input and staff resources to implement the tasks that advance the strategic priorities identified. Working group representatives are welcomed by invitation from WTA, and are comprised of WTA partners from corporate, NGO, government, zoo & aquarium, and intergovernmental sectors.

**ZOO & AQUARIUM WORKING GROUP MEMBERS**

- Drew Foster, Phoenix Zoo
- Kym Gopp, Cleveland Metroparks Zoo (Co-Chair)
- Suzanne Hall, San Diego Zoo (Co-Chair)
- Shawn Kobb, U.S. Department of State
- Michael Kreger, Columbus Zoo and Aquarium
- Cynthia Mead, Zoo New England
- Kira Mileham, IUCN
- Michael Ogle, Zoo Knoxville
- Karen Povey, Metro Parks Tacoma
- Alison Prange, Henry Vilas Zoological Society
- Heidi Ruffler, U.S. Fish and Wildlife Service
- Kathi Schaeffer, Wildlife Conservation Society
- Jaclyn Sherry, WildAid
- Kerston Swartz, Woodland Park Zoo (Co-Chair)

**TRAVEL & TOURISM WORKING GROUP MEMBERS**

- Casey Hanisko, Adventure Travel Trade Association
- Shawn Kobb, U.S. Department of State
- Christina Meister, U.S. Fish and Wildlife Service
- Brad Nahill, SEE Turtles (Vice-Chair)
- Levi Novey, U.S. Fish and Wildlife Service
- Steve Powers, Hidden Treasure Tours
- Jim Sano, World Wildlife Fund (Chair)
- Jaclyn Sherry, WildAid
- Court Whalen, Natural Habitat Adventures

Working groups for the jewelry and e-commerce sectors are currently being organized and will be announced in early 2019.
Beyond U.S. Borders: An Expanded Focus

Since 2015, the Wildlife Trafficking Alliance (formerly U.S. Wildlife Trafficking Alliance) was focused solely on reducing the illegal trade of wildlife in the United States. The decision to expand WTA's work to a global scale came after careful discussions throughout 2018 with key partners and the Advisory Council. They were all in agreement: where WTA can be helpful and additive to international stakeholders, we will leverage our public-private partnerships to enhance our collective impact to combat wildlife trafficking around the globe.

In October, AZA/WTA was invited to attend the 2018 Conference in Illegal Wildlife Trade (IWT), hosted in London by the UK Government. The British Prime Minister, several African and Asian Heads-of-State and first-ladies, His Royal Highness Prince William, the U.S. Attorney General, several Cabinet Ministers and Members of Parliament, and many public officials and NGO representatives spoke of the challenge and opportunity we face. It was an inspiring week and encouraging to see so many global representatives stepping up to make commitments to combat wildlife trafficking.

“The Wildlife Conservation Society is a proud founding partner of the U.S. Wildlife Trafficking Alliance (USWTA). Since 2015, I have served both informal and formal advisory roles on the USWTA Steering Committee and USWTA Board of Directors, respectively; and now have the honor of serving on the Wildlife Trafficking Alliance Advisory Council. The public-private partnership model that we have developed together has been successful in the United States and helped to spark additional actions to combat wildlife trafficking. This unique model and platform will ensure the continued success of our collaborative efforts.”

John Calvelli, WCS Executive Vice President for Public Affairs and Director of the 96 Elephants campaign
Member, Wildlife Trafficking Alliance Advisory Council
As at previous IWT conferences, a declaration was drafted and signed by more than 50 governments, which built on previous declarations and set out further actions to address the illegal wildlife trade. This year, they invited all participating organizations to also submit commitments that were published in the Declaration Annex. AZA/WTA submitted the following two commitments:

**WTA COMMITMENT**

The Association of Zoos and Aquariums’ Wildlife Trafficking Alliance (WTA) is a coalition of more than 60 leading companies, non-profit organizations, and AZA-accredited zoos and aquariums that are working together with the U.S. government to reduce the purchase and sale of illegal wildlife and wildlife products. In 2019, WTA pledges to leverage its public-private partnerships on a global scale, maximizing its collective impact to combat wildlife trafficking around the world. Working with key international organizations, WTA will coordinate efforts to:

1. Raise global awareness of the scope of the wildlife trafficking crisis;
2. Effect behavior change by reducing global consumer demand for wildlife and wildlife products; and
3. Mobilize global companies to adopt best practices to assure wildlife traffickers are not utilizing their goods and services, and to assist in raising public awareness and demand-reduction efforts to their consumers.
AZA COMMITMENT

Founded in 1924, the Association of Zoos and Aquariums is a 501(c)3 non-profit organization dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. AZA’s 233 accredited aquariums, nature centers, science centers and zoos annually see more than 195 million visitors, collectively generate more than $22 billion in annual economic activity, and support more than 208,000 jobs across the country. They also spend annually $220 million on field conservation projects in 128 countries. AZA’s member institutions that also partner with AZA’s Wildlife Trafficking Alliance pledge to combat wildlife trafficking collectively by:

1. Leveraging expertise and influence to strengthen legislation, regulation, policy and enforcement;

2. Helping to change individual behavior to eliminate purchasing and consumption that drives illegal trade of wildlife; and

3. Enhancing the visibility and effectiveness of AZA institutions as leaders in combatting wildlife trafficking.

To further our global commitment, AZA/WTA joined the Elephant Protection Initiative and joined the pledge to conserve elephants by confronting the illegal ivory trade. By joining EPI, AZA and WTA support the calls for immediate and longer-term funding for the implementation of the African Elephant Action Plan. The plan calls for:

1. Domestic ivory markets to be closed;

2. For all stockpiles to be put beyond economic use; and

3. For a moratorium on any consideration of future international ivory trade for at least 10 years and after that until African elephant populations are no longer threatened.
“Many of these tiger breeding centers — which can include entertainment attractions like Thailand’s notorious Tiger Temple — are often involved in the illegal trade of tigers and tiger products. Legal and illegal trade from these facilities undermine efforts to protect wild tigers and to halt the illegal trade by complicating enforcement activities, and by normalizing and legitimizing the sale of tiger parts and products, which could drive up demand. By partnering with AZA — whose accredited institutions have set the standard for conservation breeding — we hope to drive more attention to the dangers these farms pose to wildlife tigers and close them down for good.”

Leigh Henry, Director of Wildlife Policy, World Wildlife Fund

Strategic Partnerships for Conservation

In observance of Global Tiger Day on July 29, AZA/WTA, World Wildlife Fund (WWF), World Association of Zoos and Aquariums (WAZA) and the Wildlife Conservation Society (WCS) reiterated a joint commitment to ending tiger farms that threaten the future of these endangered cats. The joint statement underscored that tiger farms are not conservation breeding programs, but rather a threat to the conservation of tigers in the wild.

The statement recommended that countries take the following steps to reduce the impact of tiger farms on the wild tiger population and to remove the economic incentive for commercial breeding:

1. Prohibit domestic commercial trade in all tiger parts, from any source, by introducing laws which prohibit trade in all tiger products. Review existing laws and strengthen them where necessary to assure that there are no loopholes that enable trade (noting that international trade is already prohibited).

2. Implement a plan and timeline to phase out existing tiger commercial breeding facilities.

3. Prevent the establishment of new tiger farms (or expansion of existing tiger commercial breeding facilities).
In March, Expedia, Inc. launched its new Wildlife Tourism Education Portal, which provides travelers with information on four specific topics—including wildlife trafficking, conservation, animal welfare, and tourism. AZA/WTA, Born Free Foundation, The Humane Society of the United States and Humane Society International were invited to provide content for the Portal.

Included in the Portal is a variety of Wildlife Trafficking Alliance #BuyInformed materials for travelers, including downloadable brochures and wallet cards, in addition to other pertinent information about how to be an informed traveler.

Following the launch of the Portal, Expedia.Com joined WTA as a Participating Partner.

This holiday season, we invited partners to join the Wildlife Trafficking Alliance zoo & aquarium partners and the U.S. Fish and Wildlife Services in an effort to increase sales of the Save Vanishing Species stamp (“Tiger Stamp”). By joining together in this holiday campaign, our partners helped to raise funding for critical conservation efforts.

The Save Vanishing Species semipostal stamp was created through federal legislation which was signed into law in September 2010. Passage of the law was spearheaded by the Multinational Species Coalition, a coalition of 33 organizations led by Wildlife Conservation Society and World Wildlife Fund, of which the Association of Zoos and Aquariums is a member. Bipartisan legislation (H.R. 1247/S. 480) has been introduced to reauthorize the Save Vanishing Species semipostal stamp.
Positioning for Success: Strategic Planning for 2019/2020

During the latter half of 2018, WTA and its working groups have been developing strategic plans in key focus areas for the 2019/2020 calendar years. A complete WTA strategic plan will be finalized and released in January 2019. The core strategies that will be included in that plan are highlighted here.

ZOOS AND AQUARIUMS

ENGAGE
Leverage our collective expertise, influence and reach to strengthen legislation, regulation, policy and enforcement to combat the illegal trade in wildlife.

MOBILIZE
Inform, engage, empower and enable the public to act to combat wildlife trafficking, ultimately leading to a global and local behavior change to eliminate consumption that drives the illegal trade of wildlife.

LEAD
Intensify our collective efforts and impact to establish AZA Zoos and Aquariums as leaders in the wildlife conservation community in wildlife trafficking.

“AZA zoos and aquariums are in a unique position to help combat illegal wildlife trade and also inform and engage the public in taking action on this important conservation issue. AZA institutions have been increasingly working together to foster engagement from the zoo and aquarium community and our guests to fight wildlife trafficking. We were extremely happy when the Wildlife Trafficking Alliance (WTA) formally became a program of the AZA earlier this year, enabling us to dramatically expand our efforts to raise public awareness and combat wildlife trafficking. This unique partnership will increase collaboration as well as align and target our efforts to best inform, inspire and harness our collective audiences. Working together the potential impact is tremendous!”

Kym Gopp, Curator of Conservation, Cleveland Metroparks Zoo
Co-Chair, WTA Zoo and Aquarium Working Group
TRAVEL AND TOURISM

INFORM
Utilize our vast public platforms to inform, engage, and empower travelers to combat wildlife trafficking, ultimately leading to a global behavior change to eliminate the consumption that drives the illegal trade of wildlife.

ADVANCE
Review corporate policies that relate to wildlife trafficking, problems within the industry, and develop a new set of guidelines to address ongoing issues.

AMPLIFY
Intensify our collective efforts to scale up global engagement to combat wildlife trafficking in the international travel industry.

JEWELRY

CHAMPION
Develop and implement strong corporate policies that relate to wildlife trafficking and address challenges within the industry.

EDUCATE
Utilize our vast public platforms to inform, engage, and empower consumers to join us in combatting wildlife trafficking.

PROLIFERATE
Intensify our collective efforts to scale up engagement to combat wildlife trafficking in the jewelry industry within the United States, and eventually the global market.
“As one of the original members of the Wildlife Trafficking Alliance, eBay has taken a leadership role in fighting illegal online wildlife trafficking on our marketplace for over a decade, dating back to 2008 when we first introduced our global ban on ivory sales. Since then we have continued to foster relationships and collaborate with government agencies, NGOs, industry peers and members of the eBay community to help us enforce our Animal and Wildlife Products policy. And while we are proud of our efforts in this space, we understand more can be done to holistically address this issue beyond just the eBay marketplace. Working with WTA, the e-commerce, technology and social media industries can continue working together to not only address the supply issue by keeping illegal products off our sites, but to mobilize and raise awareness with our broad range of customers about the harmful effects of purchasing such items in order to make an impact on reducing consumer demand as well.”

Mike Carson, Senior Manager, Global Policy and Regulatory Management, eBay Inc.  
Member, Wildlife Trafficking Alliance Advisory Council

E-COMMERCE

INFORM

Utilize our vast public platforms to inform, engage, and empower consumers to combat wildlife trafficking, ultimately leading to a global behavior change to eliminate the consumption that drives the illegal trade of wildlife.

LEAD

Intensify our collective efforts to scale up engagement to combat wildlife trafficking in the e-commerce sector, by recruiting additional companies to help raise awareness and reduce demand.
Together, we will end wildlife trafficking. Join our coalition.

PLATINUM PARTNERS

CLEVELAND METROPARKS ZOO
SE-facing A FUTURE FOR WILDLIFE

RICHLINE GROUP
A Berkshire Hathaway Company

SAN DIEGO ZOO, GLOBAL

GOLD PARTNERS

CARNIVAL CORPORATION & PLC

Discovery

ebay

tJetBlue

Northwest Trek Wildlife Park
METRO PARKS TACOMA

phoenix zoo

POINT DEFIANCE ZOO & AQUARIUM

Royal Caribbean Cruises Ltd.

Tiffany & Co.

WCS

WOODLAND PARK ZOO

WWF

ZOO Knoxville

Join a growing coalition of more than sixty leading companies, non-profits, and AZA-accredited zoos and aquariums. Contact us to learn more about becoming a Wildlife Trafficking Alliance Partner: Sara Walker, swalker@aza.org.