

**TRAFFIC**

# Annual Review

## Highlights from 2024

# message from the executive director

**The commercial use of wild animals, plants and fungi is an issue at the very heart of the tension between biodiversity conservation and human development. But for a nature-positive future, these two outcomes simply must go hand in hand.**

Billions of humans around the world directly depend on wild species for food, medicine, clothing, construction materials and so much more, as well as for providing an income.

There is a fine balance to be sought between preventing illegal and unsustainable trade, and - where a thriving species population allows it - enabling sustainable, legal and safe trade to benefit communities living alongside these ecosystems. What is more, if local communities are invested in their natural habitat through deriving benefit from it, they become an effective first line of defence in protecting it.

Illegal wildlife trade is the world's fourth largest criminal industry, trailing only arms, drugs, and human trafficking. This US\$ 23 billion industry devastates wildlife populations, driving iconic species like elephants and rhinos toward extinction. But its reach goes beyond wildlife; fuelling environmental destruction, corruption, and national instability. With nearly every country on the planet playing a role—whether as a source, transit, or destination—the impacts are urgent and far-reaching, threatening nature, livelihoods, and security worldwide.

But change is on the horizon. Around the world, there are inspiring cases of governments, businesses and communities championing new methods of sustainable and legal trade in wild species. TRAFFIC is working alongside these agents of change, providing data and evidence, and building innovative partnerships to influence and shape policy.

During the last financial year (July 2023 – June 2024) TRAFFIC delivered strong programmatic and operational

impact through a diverse portfolio of 108 projects and 180 staff. But none of this could have been achieved without the help and support of every one of our donors.

From spotlighting the burgeoning illegal trade in native South African succulent plants where an entire species can be wiped out in a single poaching event, to supporting local communities in the High Himalayas to make a living through sustainably harvesting wild plants and fungi; from reporting on the illegal online trade in cheetahs, to training customs officials in shark fin identification; and from advising on policy to tackling demand through social and behaviour change, TRAFFIC's work crosses continents, sectors and species.

Trade is one of the oldest and most foundational of human behaviours. By piloting and highlighting examples of how legal and sustainable trade itself can protect biodiversity, whilst also providing livelihoods for local communities and income for governments, TRAFFIC is offering a new way forward.

Philanthropy is making a huge impact in the protection and restoration of nature. We hope you enjoy reading these stories of real change and are inspired to join us in our mission towards a nature-positive future.



**Richard Scobey**  
*Executive Director, TRAFFIC*



# about us

At TRAFFIC we play a unique role: focussing directly on the systems and drivers behind wildlife trade – recognising that for a nature-positive future, protecting species in their habitats is vital, but not enough.

## the unique role we play

**Wildlife use and trade are driven by national and global markets, demands, and ingrained beliefs and behaviours - often far beyond these habitats.**

Almost 50 years ago, TRAFFIC was set up to be the leading global NGO focussing on wildlife trade. Since then we have built up a wealth of experience and learning - piloting new tools and approaches backed up by rigorous evidence and data. We have a deep understanding of the illegal wildlife trade, and know so much more about how to accelerate the sustainability of production and trade, responsible consumption, and supply chain transparency and traceability.

Around the world we put our experience into action, partnering at local, national, and international levels, as well as with private companies and consumer groups, to

**inspire and leverage real change**



## our mission

TRAFFIC's mission is built on the long-term vision of the Kunming-Montreal Global Biodiversity Framework (GBF): a world living in harmony with nature where by 2050, biodiversity is valued, conserved, restored, and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people.

We pursue two goals, broadly aligned to Targets 5 and 9 of the GBF:

**Illegal and unsustainable trade in wild species will be significantly reduced by 2030**

**Legal and sustainable trade in wild species will provide significantly increased social, economic, and environmental benefits for people by 2030**



## changing the system

Together with partners worldwide, we're building a future where trade in wild species supports both biodiversity and human well-being.

TRAFFIC works across five priority areas, each of which impacts 'how' and 'what' trade takes place:

- Strengthening global policy frameworks
- Improving effectiveness of national policies
- Empowering communities
- Enabling responsible supply chains
- Catalysing responsible consumption

**By scaling up evidence-based solutions and influence to tackle illegal trade, foster sustainable practices, and empower communities, we can create a world where people and nature thrive together. And amidst the current biodiversity and climate crises, this work and your support have never been more important.**

# 2024 impact highlights



**133** tools, resources, and collaboration mechanisms shared

**7,653** individuals trained and supported

**GLOBAL ACTION**  
We tackle wildlife trade issues across communities, countries, regions, and global supply chains. We work across

**108 projects in**

**5 continents**

**KNOWLEDGE SHARING**  
We empower national agencies, businesses, and international actors to achieve lasting solutions

**CAPACITY BUILDING**  
Dedicated workshops, training events, and learning modules for those on the frontline of wildlife trade



## achievements by priority area

### 1 Strengthening global policy

Our on-the-ground experts collect research and data to support our recommendations and **interventions on the international stage**

**34** research, recommendations, and guidance outputs

submitted to **8 intergovernmental meetings** and institutions to influence change



**3** intergovernmental agreements adopted our recommendations

leading to positive policy change for people and wildlife

### 2 Improving national regulation

We have provided collaborative platforms, identification tools, and wildlife trade training to law **enforcement and wildlife management agencies**

**20 agencies** from **8 non-EU countries**

have taken action on wildlife trade using **TRAFFIC-supported outputs**

**10** European countries continue to counter wildlife trafficking through TRAFFIC's TWIX platform



### 3 Empowering communities

We engage with communities and indigenous peoples to build **sustainable practices and market access**



**5** communities in South Africa and Lesotho received insight and support

**on the harvesting, use, and trade** related to *Pelargonium sidoides*, a medicinal plant species used to manufacture phytomedicines

**4,274** community representatives successfully

completed capacity building workshops to apply sustainable harvesting guidelines to **support their livelihoods**

### 4 Enabling responsible supply chains

We support the development of partnerships, traceability mechanisms, and new approaches to **green global wildlife supply chains**.



**275** businesses in Asia, Africa, Europe, and the Middle East

engaged by TRAFFIC continue to implement measures to protect their supply chains from exploitation by illegal wildlife traffickers

**10** online businesses in Africa, Asia, and North America

are **applying filters** to block illegal wildlife trade adverts and sharing lessons with additional businesses

**12 companies** are implementing a Forestry Code of Conduct in Viet Nam

**83 companies** are FairWild certified following engagement with TRAFFIC

**170 timber companies** in China are implementing a Code of Conduct

### 5 Catalysing responsible consumption

We identify priority markets and consumer trends to develop and implement campaigns to **reduce the motivation for trade and consumption of illegal wildlife products**.



**12** social and behavioural change interventions delivered

by TRAFFIC and partners in **10 countries** to **target consumers of wildlife products**

**3 campaigns** in Uganda and Viet Nam

successfully decreased the intention to consume products such as Rhino horn and Tiger bone glue

# himalayan plants for people

**33,443 hectares**

of Himalayan range mapped for management

**4,174 harvesters**

(41% female) trained in sustainable harvesting in FY24

**5 target species**

of wild plants secured for protection

As a child, Ramila never learnt to read or write. But she was determined that her children would be educated, and thanks to her work picking wild medicinal plants in the high Himalayas, all of her children have attended high school.

Today, Ramila runs her own business, specialising in the harvest and sale of wild plants and fungi such as Jatamansi, Kutki, and Caterpillar Fungus, renowned for their use in traditional medicine and the wellness industry.

Increasingly, survival of these wild species is under pressure due to overharvesting driven by growing demand, in particular from India and China, for use in Traditional Chinese Medicine.

Ramila's story is intertwined with the efforts of TRAFFIC and its local partner, the [Asia Network for Sustainable Agriculture and Bioresources \(ANSAB\)](#), which are working to strengthen sustainable harvesting practices in Nepal. This not only ensures conservation of these precious plants but also empowers Himalayan communities, with 40% of beneficiaries being women.

[Working with TRAFFIC, the Government of Nepal and partners, ANSAB helps connect villagers with buyers](#), and provides them with sustainable harvesting certifications.

Engaged in a male-dominated trade, Ramila had concerns about receiving fair prices from traders. However, with two years of support from ANSAB, she now enjoys a secure business-to-business relationship with traders in Kathmandu.

A woman of resilience, Ramila is as tough as the landscape from which she was born.

“ I'm proud to be a steward of this environment and benefit from its resources. I feel a sense of ownership of this land, and the responsibility to protect it for future generations.”

In the last year, a total of 4,174 harvester community members across 37 Community Forest User Groups in Nepal's Himalayas were trained, improving practices in sustainable wild-harvesting techniques. This has contributed to community members like Ramila benefitting from at least a 5% increase in income from the sustainable trade in target wild plants and fungi.

[Himalayan Plants for People](#) was a three-year project completed in June 2024. Building on the evidence generated by this project, in 2024 Defra awarded a [scaling-up grant to a further project led by TRAFFIC: 'Scaling-up Conservation of Himalayan Plants and Fungi through Sustainable Trade'](#), runs from April 2024 to March 2029.

*The Himalayan Plants for People project was generously funded by the UK Government's Darwin Initiative.*



# tech for trees

From innovative tracking devices and wood identification tools, to instant import-versus-export-data analysis, technology is key to

**stamping out illegal timber trade**

Forests are the most biodiverse ecosystems on land, home to 80% of terrestrial species. We depend on them for the health of our planet and our own survival and wellbeing. Yet they face threats on numerous fronts, not least forest crime, which Interpol estimates is worth between US\$51-152 billion per year.

More and more, governments, communities and businesses are seeking solutions focusing on legal and sustainable trade, because they understand how deeply human survival relies on forests. TRAFFIC is working alongside them providing technology, data and expertise to help stop ecosystem destruction by illegal timber trade.

## TimberStats - pinpointing illegal trade routes

This [unique platform](#) was developed in FY24 by TRAFFIC with help from M.A.P. Scientific Services. It enables law enforcement officials and governments to pinpoint trade routes where illegal activity is likely to be taking place. It highlights significant inconsistencies between national import and export timber data - which should match up, or at least correlate, if the trade is legal.

TimberStats is a 'one-stop-shop' to fast-track processes that were previously highly complex, time-consuming and laborious. It encompasses data from UN Comtrade, the world's most comprehensive global trade data, on 77 countries in South America, sub-Saharan Africa and Southeast Asia.

TimberStats is freely accessible via [TRAFFIC's Wildlife Trade Portal](#). It is currently available in English and Chinese, with French and Vietnamese language versions following imminently.

“ The TimberStats trade discrepancy tool lays bare the greatest threats to biodiversity and sustainable development in timber exporting states: timber trafficking, fraud and money laundering.”

**Elijah Glantz**

Royal United Services Institute (RUSI)  
UK's leading defence and security think tank



“ I am so happy when people comply with legal and sustainable timber trade laws. Because this means they accept their responsibility in conserving and preserving the forest for future generations.

**Bhoke Masisi**  
Licensing Officer  
Tanzania Forest Services

An innovative hand-held electronic device, similar to those used for self-scanning shopping in supermarkets, can help transform forest management and enable forests and communities to thrive alongside each other.

### Timber Tracker - revolutionising legal african timber trade

TRAFFIC has previously piloted [Timber Tracker](#) in Tanzania, where it has been taken up by Tanzania Forest Services and built into a sophisticated computerised licensing and monitoring system called FREMIS.

Since the introduction of Timber Tracker, revenue from timber has increased by around 50%, as illegal timber trade is stamped out, and local traders see the benefits of easy, transparent, and speedy processes.

During FY24, TRAFFIC trialled Timber Tracker in Cameroon – an important transit country for timber trade from the Congo Basin (the second largest rainforest in the world) through Vietnam and into China.

Following the trial, the Cameroon Minister of Forestry and Wildlife is seeking TRAFFIC’s ongoing support in developing the tracking system as part of Cameroon’s Forestry Information Management System.

*These tools are generously supported through Norway’s International Climate and Forest Initiative (NICFI). NICFI is administered by the Norwegian Ministry of Climate and the Environment in collaboration with Norad – The Norwegian Agency for Development Cooperation.*



**50% increase**  
of timber revenue since the launch of Timber Tracker

**bespoke Timber Tracker**  
system now being developed in Cameroon

# protecting Africa's wildlife

Africa's vast iconic landscapes are home to a quarter of the world's mammals and bird species. Across the continent we are seeing widespread appetite for systemic change towards a nature-positive future.

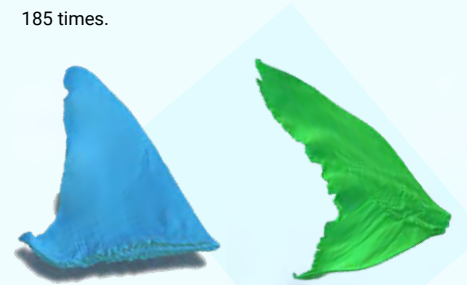
TRAFFIC's project, Reducing Trade Threats to Africa's wild species and ecosystems (ReTTA), works to identify trends in illegal or unsustainable trade and helps develop national and international solutions that could turn the tide for wildlife.

## 3D-printed Shark Fins

More than a third of shark and ray species are at threat of extinction, and cannot be legally traded without specific permits, or in some cases cannot be legally traded at all. Therefore it is essential that law enforcement officials can identify which species is which, to determine whether a particular catch is sustainable and legal – a task that is made harder by criminals who seek to mislead officials using fake permits, or mis-declare species or products.

During the last year, TRAFFIC provided sets of 3D shark fins to Vietnam and South African law enforcement officials, carried out in-country training, and provided QR code page content in Vietnamese, as well as French and English.

TRAFFIC's 3D replica shark fins continue to help easily identify shark fins from CITES listed shark species: the [freely-available files](#) to recreate and print sets of fins have been downloaded by government agencies, universities, museums and private tech companies 185 times.



**3,000 scans**

in 34 countries of the replica fin QR codes to support identification

**almost 200 downloads**

of the 3D scans by government agencies, universities, and tech companies





**TRAFFIC's Wildlife Trade Portal is the leading comprehensive open-access repository of wildlife seizure data.**

## the Wildlife Trade Portal

Access to information on wildlife trade underpins successful interventions in reducing threats from illegal and unsustainable trade in wild species. Over the last year use of the Portal has seen remarkable growth, with 900 new users.

Examples of how this data is impacting efforts to fight wildlife crime include Scotiabank, which used data from the Portal to analyse Canada's historical trafficking trends. This shaped an understanding of which species are more vulnerable to illegal wildlife trafficking, enabling Scotiabank "to focus our efforts when it comes to tackling this issue."

The University of Adelaide used Portal data to identify patterns, key species, and socio-economic drivers of wildlife trade within the Pacific Island nations.

**900 new users**  
have registered this year alone

**2,700 users**  
from 126 countries actively using the Portal

“TRAFFIC's extensive database was invaluable for our study. It enabled us to conduct a thorough analysis that will contribute to the understanding and conservation of wildlife in this region.”

The University of Adelaide



## online Cheetah trade

A TRAFFIC report covering the [online trade in live cheetahs](#) was published in March 2024, highlighting concerns that social media is stimulating this trade and threatening wild populations of these already vulnerable big cats.

The evidence gathered through TRAFFIC's research stimulated important discussions at the inaugural Cheetah Summit in Ethiopia. The Summit culminated in the signing of the [Addis Ababa Declaration for Global Cheetah Conservation](#). This important declaration is being used internationally to strengthen cheetah conservation as part of the Convention on the Conservation of Migratory Species of Wild Animals.



**Our findings are driving engagement with law enforcement across the Horn of Africa and the Middle East in tackling cheetah trafficking.**

*The ReTTA project is generously funded by Arcadia. Our work on 3D replica shark fins was also supported by the United Nations Office on Drugs and Crime.*

# transforming Tanzania's wild meat model

For people like Jane, a restaurant owner in Dodoma, Tanzania, traditional wild meat cuisine is about more than just generating income; it is part of her identity.

“ I love to cook; my favourite is antelope served with banana. When I cook my heart feels happy.

Tens of millions of people like Jane across Africa rely on hunting for income and food. For communities that live side-by-side with buffalo, antelope, wildebeest, and impala, trading and consuming wild meat has been a fabric of everyday life for generations.

But widespread poaching, significant inequity of access to resources, along with concern about unsafe and unhygienic food practices that could lead to zoonotic disease transmission, meant that change was urgently needed.

## a new wild meat industry - a One Health approach

In 2020, [Tanzania pioneered new Game Meat Selling Regulations \(GMSR\)](#) - a bold approach to tackle poaching and illegal trade while improving food security, supporting community based conservation and economic opportunities. A report published by TRAFFIC in June 2024 [Bush to Butchery](#) set out detailed findings and recommendations from across the wild meat supply chain to help the GMSR meet the needs of Tanzania's population and wild species.

For example, a common misconception among consumers is that wild meat has no associated health risks. But [research conducted in collaboration with Tanzania's Veterinary Association](#) discovered multiple zoonotic pathogens present among wild meat samples.

To keep consumers safe from potentially contaminated products, TRAFFIC amended Tanzania's [Meat Inspection Regulations in collaboration with the Ministry of Livestock and Fisheries to ensure food safety protocols and inspection mechanisms are embedded within the GMSR.](#)

We have also provided expert recommendations to Tanzania's Game Meat Selling Advisory Committee (GMSAC), convening meetings with government agencies including the President's Office to help place a One Health approach to Tanzania's game meat industry on the political agenda. This legacy continues, as the government has now confirmed ongoing funding and support for the GMSAC to continue its work for the benefit of Tanzania's people.

“ The legal wild meat trade is another way to fight poaching and inequality. If legal hunting can replace sources of poached meat, we'll not only keep our animals safe, but we'll create more job opportunities, the government will raise more income, and we'll protect our people from crime and disease.

**Francis Nade**

*Chairman of Tanzania's Game Meat Sellers Association, Dodoma*

In the short time since the GMSR were enacted, the legal game meat industry has developed rapidly. Through collaboration with Tanzanian government agencies TRAFFIC has identified where interventions still need to be made towards ensuring the game meat trade is sustainable, safe, and legal. Once these are applied, there is great potential for the GMSR to demonstrate how Target 5 of the GBF can be met through following a One Health approach.



*Our work on Tanzania's wild meat trade was conducted under the Wildlife TRAPS Project, implemented by TRAFFIC and IUCN with funding support from USAID, with additional support from the German government through the International Alliance Against Health Risks in Wildlife Trade and GIZ's Global Programme for Pandemic Prevention and Response, One Health.*



# kind hearts

An initiative with kindness and respect for all life at its heart has reached thousands in the Traditional Chinese Medicine (TCM) community in Malaysia, urging practitioners, traders, and consumers to avoid using ingredients from endangered or protected wildlife, such as bear bile or Saiga horn.

The "Ren Xin" (Kind Heart) initiative addresses the use of locally or internationally protected and threatened species in the local TCM industry, raising awareness about negative impacts on wild species and risks to anyone buying or selling them for use as medicine. TRAFFIC's monitoring surveys in Malaysia found many TCM shops still selling medicine containing ingredients from endangered or protected species. TRAFFIC initiated discussions between a key TCM federation and association members, government departments, law enforcement and civil society, to identify legislative loopholes and cross-agency actions to improve compliance.

In May 2024, more than 100 key industry players attended a TCM conference organised by TRAFFIC to promote legal practices and sustainable ingredient use, clarify laws on wildlife ingredients, share resources and foster networking. A [TCM Handbook](#) and [website](#) were also introduced to delegates.

Further interest and support has been forthcoming, including from a large retail chain which requested additional outreach materials for internal distribution. TRAFFIC is developing similar work in China and Viet Nam, organising meetings between TCM practitioners and pharmaceutical firms to explore collaboration and advocate for global TCM sustainability policies.

**94% of attendees** gave positive feedback about the conference, finding content relevant to their work



This work was generously funded by US Department of State, Bureau of Oceans and International Environmental and Scientific Affairs.

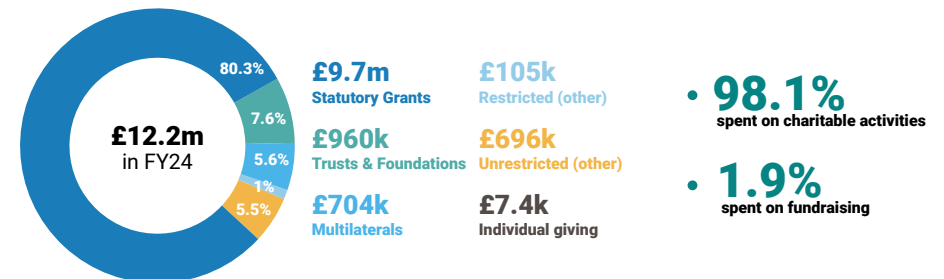
# thank you to our donors

In 2023/2024, thanks to the generosity of the governments, multilateral bodies, individuals, and trusts and foundations listed below, we raised £12.2m to continue our work. We would also like to acknowledge the kindness of our donors who have chosen to remain anonymous.

- André Hoffmann
- Arcadia
- Australian Marine Conservation Society
- Belgium, Ministry of Environment
- Birdlife International
- Cambridge Conservation Initiative (CCI)
- CITES Secretariat
- Critical Ecosystem Partnership Fund
- European Commission: Directorate-General for Environment
- FairWild Foundation
- Government of Germany - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- Government of Germany - Federal Agency for Nature Conservation (BfN)
- Government of Germany - Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMU)
- The Global Environment Facility (GEF)
- Government of the Netherlands - Ministry of Economic Affairs
- International Lawyers Project
- International Union for Conservation of Nature (IUCN)
- Mandai Wildlife Group, Singapore
- MyPlanet Rhino Fund, Woolworths
- NatureFinance
- Taronga Conservation Society
- The Norwegian Agency for Development Cooperation
- The Rufford Foundation
- The Swedish International Development Cooperation Agency
- UK People's Postcode Lottery
- UK Government - Department for Environment, Food and Rural Affairs (Defra)
- United Nations Development Programme
- U.S. Department of the Interior
- U.S. Department of State: Bureau of International Narcotics and Law Enforcement Affairs
- U.S. Department of State: Bureau of Oceans and International Environmental and Scientific Affairs
- U.S. Fish and Wildlife Service
- United States Agency for International Development (USAID)
- World Bank
- WWF International
- WWF France, WWF Germany, WWF Kenya, WWF Malaysia, WWF Mediterranean, WWF Sweden, WWF US
- Zoo and Aquarium Association of Australasia

Donors acknowledged here are those providing income in excess of 10k GBP during FY24

## FY24 income and expenditure



# looking ahead to FY25

With the evolution of new and innovative approaches to conservation and a growing recognition that people need to be at the centre of solutions, TRAFFIC will continue to drive action to halt and reverse biodiversity loss to achieve a nature-positive world by 2030.

## nature's challenges are complex, and becoming more so

TRAFFIC acknowledges this complexity, and seeks interventions that are about whole system change. [Our 2030 Strategy](#) continues to guide our activity, in an ever-changing and often unpredictable landscape.

Collaboration, evidence-based policy, innovation, and communication will be essential to bring about the systemic changes needed to reduce illegal wildlife trade.

Whilst remaining agile and able to respond fast to a changing world, key activities for TRAFFIC during FY25 feature interventions across the same five priority areas.

## examples of emphasis in FY25:

### **influencing decisions on CITES**

Produce Analyses for proposals, partnering with IUCN, to amend the appendices for CITES CoP20 in late 2025. The appendices list species that cannot be traded at all, or only under controlled circumstances, and the analyses are crucial information for Parties considering the proposals. International law on wildlife trade will be built on these decisions.

### **effective law enforcement**

Further strengthening law enforcement capacities to combat illegal wildlife trade through the provision of training and innovative tools in law enforcement agencies across Africa, Asia, the Americas and Europe.

### **buy-in and benefits of legal trade**

Building partnerships at the local level to bring about benefits for local communities through legal and sustainable trade in wild species. Disincentivising illegal trade and harvesting, reinforced by social and behaviour change approaches, including in Nepal, Morocco, Uzbekistan and Madagascar.

### **greening the timber and TCM sectors**

Strengthening work with private sector in Cameroon, Congo, China and Vietnam to ensure timber legality, and work with traditional medicine practitioners in China and Vietnam to promote the use of legal, sustainable materials.

### **traceability and sustainability for our fisheries**

Renewing commitment to the fisheries sector through a series of interventions including innovative traceability tools focussed around the 2025 UN Oceans Conference in Nice.

### **implementing behavioural change**

Continuing to support the World Bank-led Global Wildlife Program countries by incorporating Social and Behaviour Change approaches into their projects as needed, facilitating training activities, and rolling out the CITES Guidance on Demand Reduction.

**We invite you to join us now on our journey to ensure trade in wild species is legal and sustainable, for people and the planet.**

# TRAFFIC<sup>®</sup>

**working to ensure that  
trade in wild species is  
legal and sustainable, for  
the benefit of the planet  
and people**

**traffic.org**



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