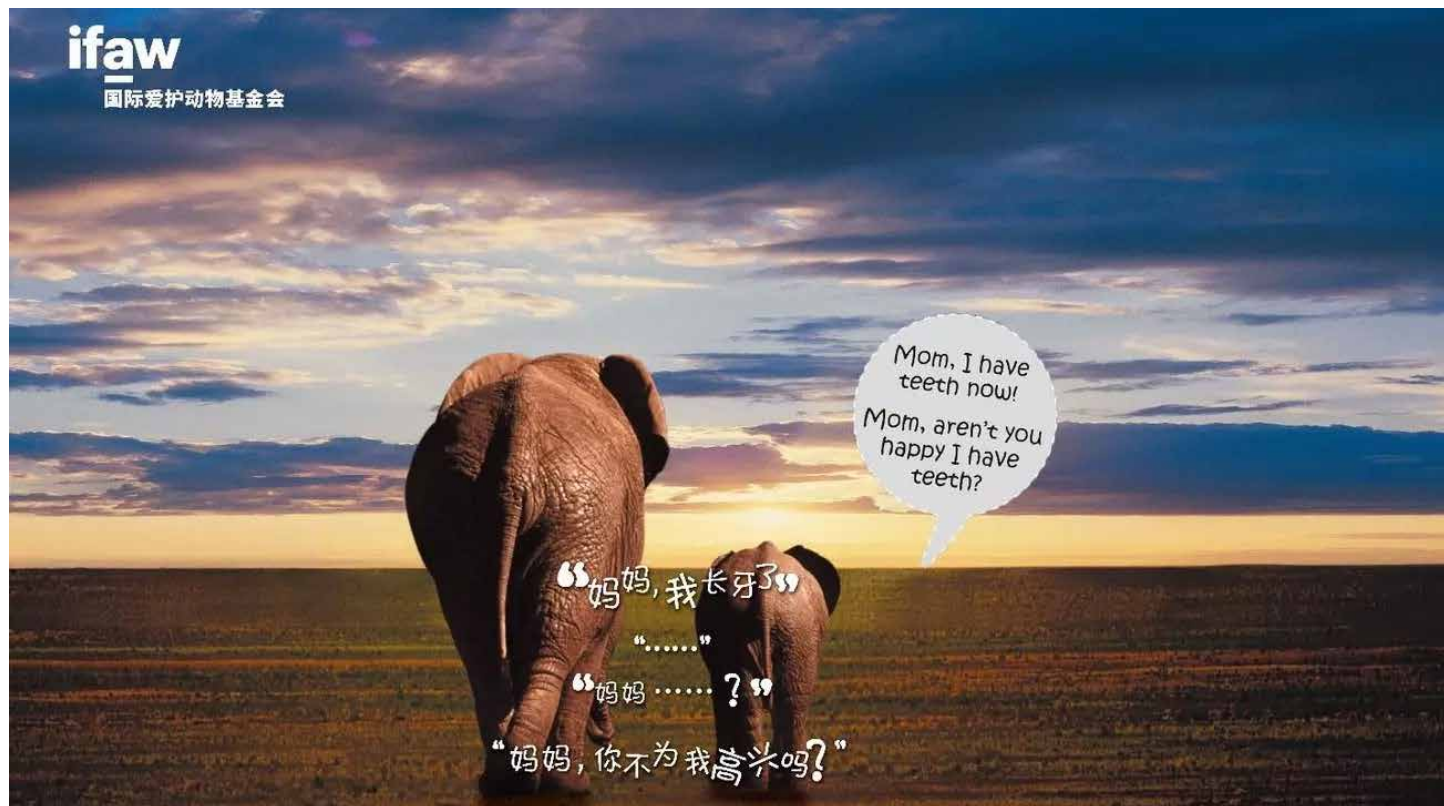


# Insider Update



**ifaw**

2nd Edition 2025



# Breaking the trade chain with behavioral science

How do you discourage a poacher from poaching? How do you get a consumer to stop consuming? How do you address corruption across the illegal wildlife trafficking industry?

To help find the answers to these questions, IFAW is working to create a shift within all stages of the trade chain (source/supply, in-transit, and destination/demand). It's a different kind of holistic solution aimed at changing behaviors of key actors across the entire billion-dollar industry.

Behavior-Centered Design (BCD) seeks to understand the 'why' and 'why not' behind people's actions. It blends the science of how individuals and groups think and behave, allowing researchers to design targeted, contextual interventions that can create a lasting change in attitudes and behaviors.

BCD is about using empathy and active listening to co-create interventions that will resonate with the values of wildlife consumers rather than those in conservation communities.

Based on a joint research study between IFAW and the Institute of Psychology of the Chinese Academy of Science, our team in China created a series of videos that highlight the social embarrassment a person may experience after receiving negative feedback from friends when flaunting wildlife products such as ivory or tiger bone. After viewing these videos, the fear of 'losing face' contributed to a 52% decrease in academic study participants saying they intend to consume wildlife parts and products in the future. Another main takeaway from this study showed the concern of not being able to tell the authenticity of wildlife products. The possibility of purchasing fake wildlife products is a strong deterrent for consumers, especially if they are consumed for health benefits.

IFAW has also used the behavior-centered method Social Behavior Change Communication (SBCC) to reduce ivory consumption in China on a larger scale. In Chinese, 'elephant ivory' means 'elephant teeth'. IFAW polling found that due to this misconception, seven of ten people surveyed

in China thought an elephant's tusk could fall out like a tooth, and that the elephant doesn't die.

In 2008, IFAW launched the *Mom, I Have Teeth* campaign in airports, subway stations, and bus stops across China. In four years, the campaign more than halved the propensity to purchase ivory among those consumers who were most likely to buy. According to Grace Ge Gabriel, Senior Advisor, Asia Affairs, "an ivory carver told me that he didn't know his profession cost lives. He said he can use other alternative materials for carving and will never use elephant tusks again."

Building upon that success, IFAW has continuously integrated SBCC into public messaging, such as public service announcements from Chinese celebrities denouncing ivory consumption. Our *Guard Our Shared Home* print campaign, featured across transit hubs in 13 cities, focused on reshaping social perceptions of wildlife protection by fostering pride in China's conservation heritage.

In 2017, China shut down its domestic ivory market. This monumental decision, combined with enhanced law enforcement, further stigmatized ivory consumption, prompting more people to stop buying, selling, wearing, and displaying ivory. According to the UN, elephant poaching has fallen to levels not seen since 2003. BCD is also being used to address the illegal market for reptiles. In parts of the US, members of IFAW's Wildlife Crime team are developing a research plan with conservation partners including The Living Desert Zoo and Gardens in Palm Desert, CA and the Association of Zoos & Aquariums (AZA).

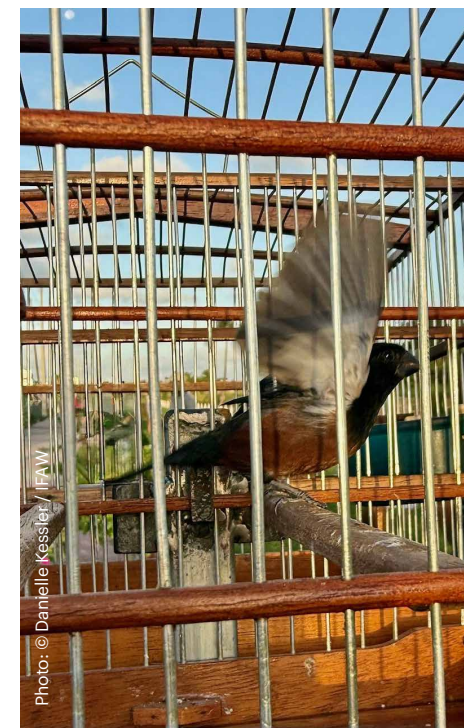
This research will help to identify the psychographic profiles of those involved in the trade (e.g., reptile owners, sellers, collectors) to improve our understanding of individuals in this growing illegal market and fundraise for behavior-centered interventions. This project aligns with our ongoing 'Not A Pet' educational campaign with the AZA and the Wildlife Trafficking Alliance which highlights the high global demand for exotic pets.

Our Wildlife Crime team is also in the early stages of conducting market-based research in China and the Middle East to understand why people purchase illegal wildlife and their products. Over the next two years, this research will move into phases of pilot testing to assess which behavior change interventions work best.

Several years back we were fortunate enough to be awarded a grant to design behavior-centered research in order to combat the over-trapping and illegal trade of neotropical songbirds from countries in the Southern Caribbean Guiana Shield (SCGS) region, into destinations like the US, Netherlands, and Canada.

The research is designed to dig into the precipitous decline of songbird species and the motivations of individuals involved in the illegal trade of wildlife. One of IFAW's greatest strengths is our ability to foster strategic partnerships and a respected regional presence (even in places we do not currently operate). This allows us to conduct projects involving stakeholders such as governments, academics, and even those working directly in the trade-chain, such as trappers. Unfortunately, cutbacks in US government grants put this project on pause, making private philanthropic support more critical than ever for our Wildlife Crime program and all of IFAW's work.

The long-term goal behind these BCD projects is to create lasting change in people. As we are often the problem, we must also be the solution. Utilizing natural stimuli like our emotions, social influence, the desire for incentives, and fear of consequence helps us understand the reasoning behind illegal wildlife trade and discover effective motivations to lower consumer demand and weaken the supply chain, ultimately saving the lives of more vulnerable animals.



▲ Captured songbird that will be used in speed-singing competition.

◀ 'Mom I Have Teeth' campaign photo.

▼ One of the 'Guard our Shared Home' advertisements, using China's deep-rooted cultural symbols to help foster a connection between people and animals.





Photo: Luckhono Saitili / © IFAW

# Animal Rescue

## Strength in numbers

Pursuing positive outcomes for the welfare of animals is no small task. With so many programs falling under the IFAW umbrella—including landscape conservation, community engagement, wildlife rescue, disaster response, and wildlife crime—we cannot succeed if we go at it alone. Having a vast network of global partners is essential to making an impact for animals.

Our Room to Roam initiative is complex and often involves crossing borders to achieve results. To mitigate human-wildlife conflict, we've partnered with both Zambia's and Malawi's Departments of National Parks and Wildlife. Using the EarthRanger app, both departments have the means to connect and deploy rangers to hotspot areas showing elephant activity near communities. These collaborative partnerships ensure our efforts are better informed and more effective.

When we partner with other organizations, we seek out the most qualified local professionals and leaders who best understand the needs of their communities and their land. In disaster response, a critical component of our mission is to build resilience, supporting communities' recoveries after rescue deployments have ended.

Our partnership with the Bali Animal Welfare Association in Indonesia meant that those living near an active volcano had access to disaster preparedness classes, giving them the knowledge and tools to help evacuate their livestock, resulting in more saved lives.

Partnerships also allow us to share information. In wildlife poaching and trafficking, criminals are constantly looking for new ways to smuggle animals and their

parts across continents. When members of our Wildlife Crime team worked on an undercover cybercrime investigation to rescue three illegally trafficked pangolins, they turned to partner Wildlife Trust of India to inspect encrypted messages. The IFAW team then shared that intelligence with partner Jakarta Animal Aid Network, which contacted local police with information about the seller's location. The animals were seized within nine days, and all three suspects were arrested.

Collaboration allows us to share knowledge and expertise, and in turn learn from other experts, connecting rescuers, rehabilitators, rangers, officers, and so many others responsible for the care of wildlife and domestic animals.



Photo: Manuel Bergmann / © IFAW



**895,000+**

pangolins were trafficked globally between 2000 and 2019.

- ▲ Together with the Bali Animal Welfare Association, IFAW held a disaster preparedness training for residents living near two active volcanoes. Training exercises included practice to safely evacuate livestock.
- ◀ Pangolins are the world's most trafficked mammal due to the demand of their scales. All eight species of pangolins are listed as Vulnerable to Critically Endangered by the International Union for Conservation of Nature.
- ◀ Satellite GPS collars on elephants send alerts to rangers, helping to avert human-wildlife conflict.

# Anicom Holdings, Inc.



For Anicom Holdings, a pet-sector group best known for pet insurance, “kindness towards animals knows no borders.” Based in Tokyo, Japan, Anicom has generously granted IFAW funds to help animals and people recover from natural and human-caused disasters.

IFAW and Anicom first connected in 2022 to bring relief to animals suffering from the war in Ukraine. Approximately 10,000 people rushed to donate to Anicom’s Ukraine Pet Rescue Fund that helped support veterinary medical care for more than 17,000 pets in Ukraine.

Anicom believes this outstanding response reflects the deep compassion of their customer base, who want to support both people and animals affected by conflicts like this. During a disaster, many people choose to stay behind with their pets instead of evacuating, even when doing so puts their own lives at risk. This reflects the growing importance of companion animals in people’s lives and Anicom’s motivation to support our disaster response and resiliency projects.

In addition to Ukraine, Anicom has generously provided support towards our rescue and recovery efforts following natural disasters in Turkey, Syria, Morocco, Libya, Taiwan, and Los Angeles.

Anicom tells us they have received numerous warm messages when updates about their gift are shared with their stakeholders including, “When I want to do something for animals in times of crisis, I trust Anicom.”

IFAW is extraordinarily grateful for the support of Anicom and the countless people who have thoughtfully opened their hearts to touch thousands of animals across the world.

◀ IFAW responder after an earthquake struck Taiwan.

# Angie Hoffmann-Cooper



*An IFAW supporter since the 1980s, Angie Hoffmann-Cooper shares her personal story of how she became involved with IFAW and why supporting the organization is so meaningful to her.*

My support for IFAW first began in the 1980s. My husband and I were fortunate enough to journey across the globe, and I witnessed, firsthand, the challenges so many wild animals face such as habitat loss, trophy hunting, cruelty, and wildlife trade. While my heart ached at these sights, I felt confident in IFAW’s good name and their ability to care for and rescue animals, such as the ones I saw on my travels. I was also impressed by all the team members

working behind the scenes with governments and authorities to ensure that animals everywhere have rights.

After a few decades of support, my husband and I decided to put IFAW in our Wills. I believe IFAW has displayed honest sincerity in their handling of animals. Our pets bestow upon us the gift of unconditional love, and I know that by bequeathing a gift to IFAW, I am helping to leave behind my legacy of ensuring that the animals I love so much will continue to be safeguarded and receive tireless care.



80%

of Americans support funding for endangered species programs globally.

# IFAW welcomes a congressional delegation

This past May, IFAW hosted our first-ever US Congressional staff delegation to educate elected officials about our critical work to rescue and conserve animals at home and abroad. Ten Congressional staffers visited IFAW’s Rescue Operations Center in Cape Cod, MA, where they were welcomed by our Marine Mammal Rescue team, alongside partners from the fishing community and on-demand gear manufacturers. IFAW staff hosting the trip highlighted the role of bedrock environmental laws, including the Marine Mammal Protection Act, and the importance of the US government’s support of the federal agencies that are responsible for implementing those laws.

The delegation then visited IFAW’s Dolphin Rescue Center to learn how short-term rehabilitation care can increase the survival rate of a stranded dolphin or porpoise. From there, our staff welcomed the delegation onto the water to watch whales thrive in their

natural environment while discussing their two greatest threats—entanglement and vessel strikes—and the solutions for which we advocate. Our staff also provided a demonstration of the Automatic Identification Systems technology, which delivers safety messaging and navigation data to vessels entering whale habitats.

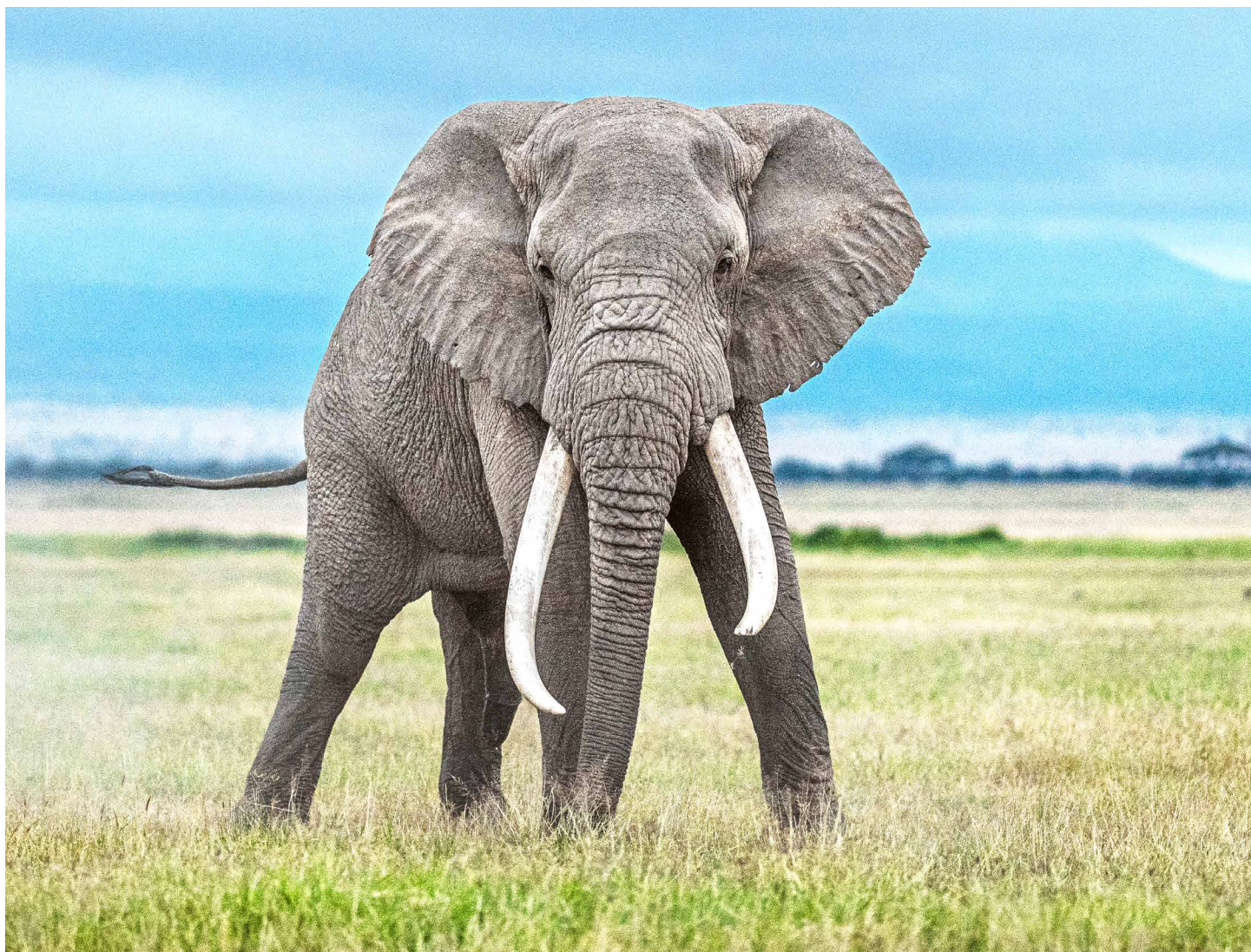
IFAW receives federal funding from the National Oceanic and Atmospheric Administration (NOAA) for our marine mammal rescue work and our projects to protect the North Atlantic right whale. By extending this invitation to congressional staff, we demonstrated first-hand the importance of our work and the real-life implications hundreds of marine species could face with funding and staff cuts to NOAA.

According to a 2023 survey funded by IFAW, 80% of Americans support funding for

endangered species programs globally. This data drives us to identify and cultivate Congress members—Democratic, Republican, and Independent—who champion the issues and values that IFAW supporters hold dear.

You can help catalyze change and ensure our shared environment—and all species—are protected for future generations. When members of Congress hear from constituents directly, they pay attention. We invite you to call your representatives and express your desire that they campaign and vote for animal welfare and environmental conservation. IFAW will continue to educate and work with members of the government directly to ensure that animals remain lawfully protected.

▲ In May, 10 Congressional staffers visited IFAW’s Rescue Operations Center in Cape Cod, MA.



International Fund  
for Animal Welfare

Insider Update  
2nd Edition 2025

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Cover photo: © IFAW  
IFAW's Marine Mammal Rescue  
and Research team hit a huge  
milestone on November 27, 2018  
with 5,000 responses.

Back cover photo: © Donal Boyd  
A big tusker in Amboseli National  
Park, Kenya.

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