

# TRAFFIC

## WILDLIFE TRADE SPECIALISTS

The Role of Partnerships in Wildlife Conservation  
Buddhism in Vietnam

Sarah Ferguson, Director of TRAFFIC in Vietnam

**TRAFFIC**  
the wildlife trade monitoring network

# Our mission AND WHO WE ARE

## MISSION STATEMENT

We work to ensure that trade in wild plants and animals is not a threat to the conservation of nature

We are an **international NGO**

**150 +** global staff members

**100 +** projects worldwide

A presence in over **45 countries/territories**

**50 years** working on wildlife trade

Offices in **5 continents**



# Illegal WILDLIFE TRADE

annual global wildlife trade worth over

**USD\$7-23 billion**

(excludes fisheries and timber)

# Zoonoses

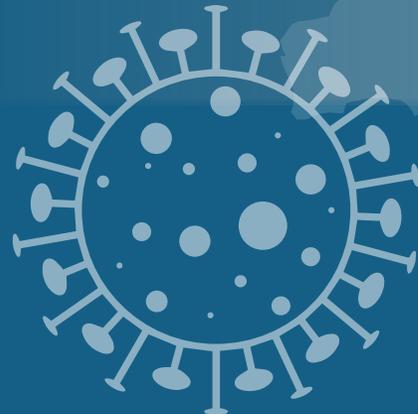
SARS

MERS

Swine Flu

Bird Flu

COVID





# VIETNAM

source, destination and transit country for wildlife product



# RESEARCH EVIDENCE AND INSIGHT



- 35–55 years old, married with children
- Earns +/- usd 1,500 per month of reported income
- Top priorities: career success, social status, peer lifestyle
- Desired image: leader, independent, confident
- Influences: social and business contacts



**“ BE AWARE ”**



*" Wise men know the truth. They use natural means to keep their body free of toxins. Vitality comes from lifestyle, not from a piece of horn. "*



**CHARACTER COMES FROM WITHIN**



*" A successful businessman relies on his will and strength of mind. Success comes from opportunities you create, not from a piece of horn "*



**MASCULINITY COMES FROM WITHIN**



*" A man's allure and charisma come from within, not from a piece of horn. "*



**SPIRITUALITY COMES FROM WITHIN**



*" Good luck comes in many forms. Health. Success. Respect. The lucky man knows that the tallest towers rise from the ground not from a piece of horn. "*

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Phase 1 (2014 -2015)



# Ambassador Tran Bao Son

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Phase 1 (2014 -2015)

Phase 2 (2016 -2018)

*“In Buddhism, humans and animals share the same natural continents. Compassion is central to Buddhist virtue; one should avoid causing the suffering or death to all sentient beings. The Law of Cause and Affect affirms the suffering of karma if one does bad things including the direct or indirect killing of animals.”*

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***“Buddhists are happy to take responsibilities in stopping the demand for wildlife consumption upon realizing that what goes around comes round. Beyond conservation of biodiversity, protecting animals helps bring a more fortune destiny for an individual.”***

- The Venerable Thich Thanh Huan, Abbott of Phap Van Pagoda and Permanent Member of the Central Committee of the Vietnam Buddhist Association, Deputy Chief of Office of the Central Buddhist Sangha.

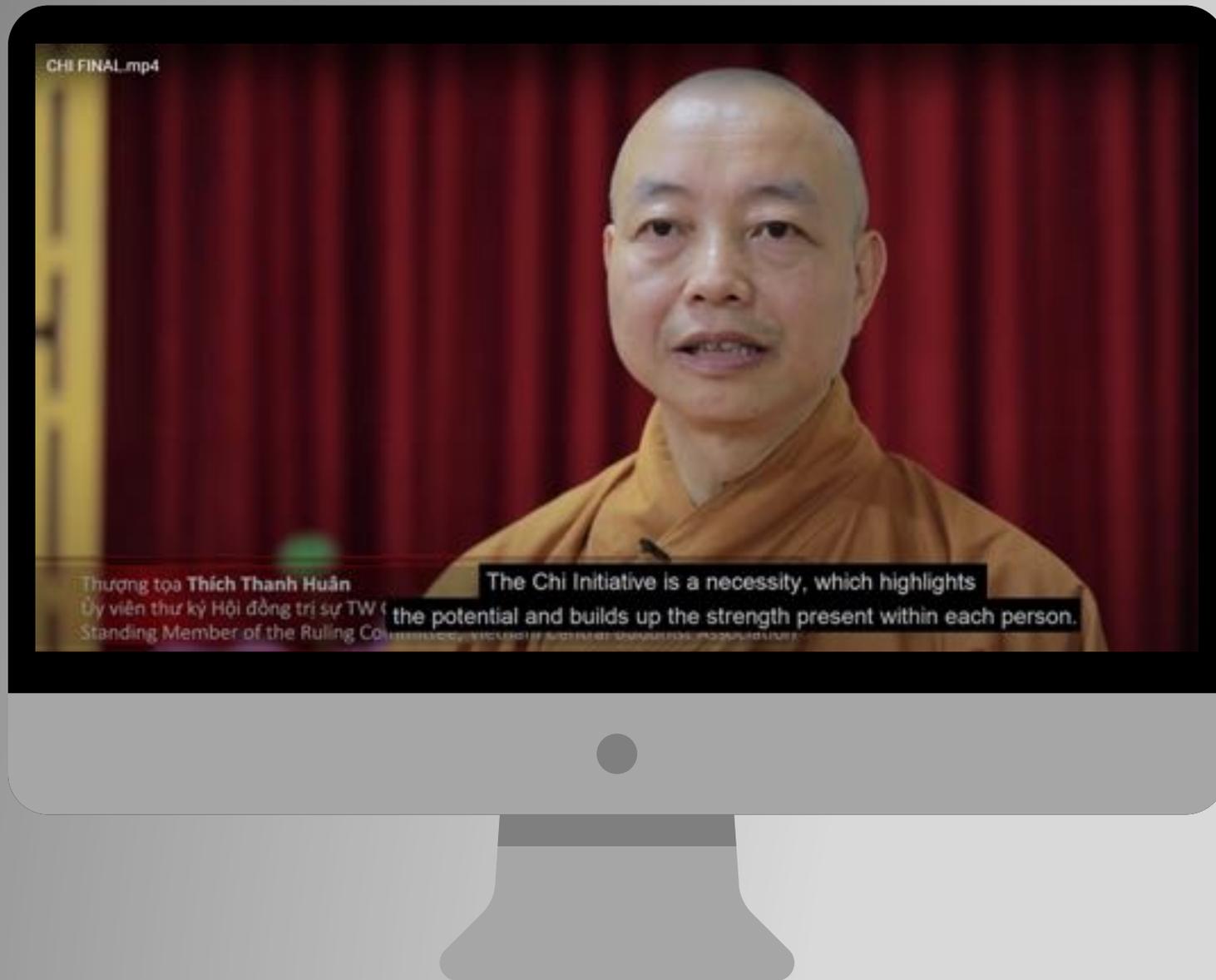
# Messages

Drive down status-driven demand from wildlife users by linking rejecting illegal wildlife projects to personal morality.

VCBA and pagodas across Vietnam are:

- Creating wildlife protection clubs
- Conducting wildlife-driven coaching series
- Cascading behavior change messaging to targeted audiences via various Buddhism-driven communication channels





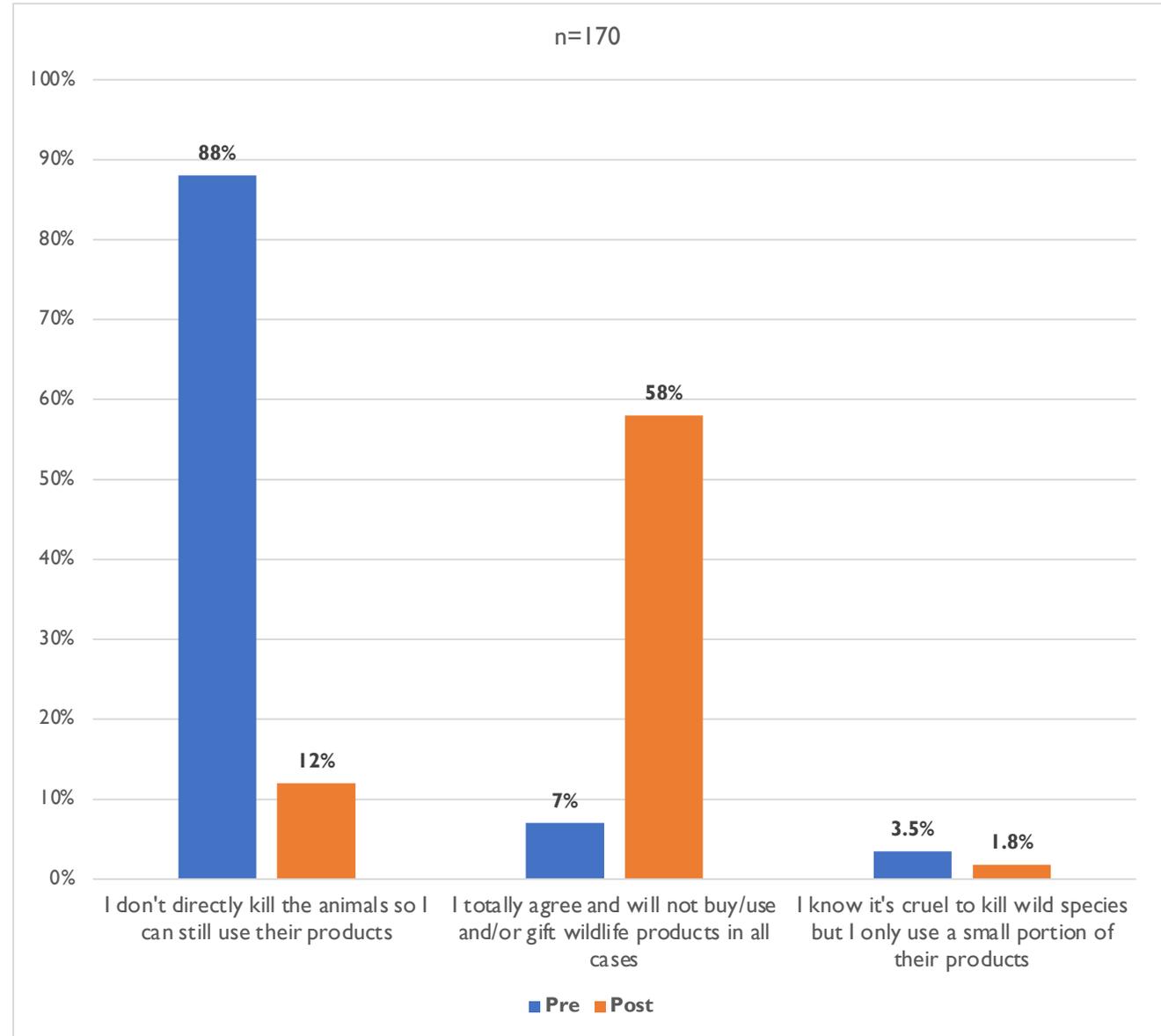
# The Venerable Thich Thanh Huan in Chi video



# Songbirds



# Change in respondents' attitude towards killing animals

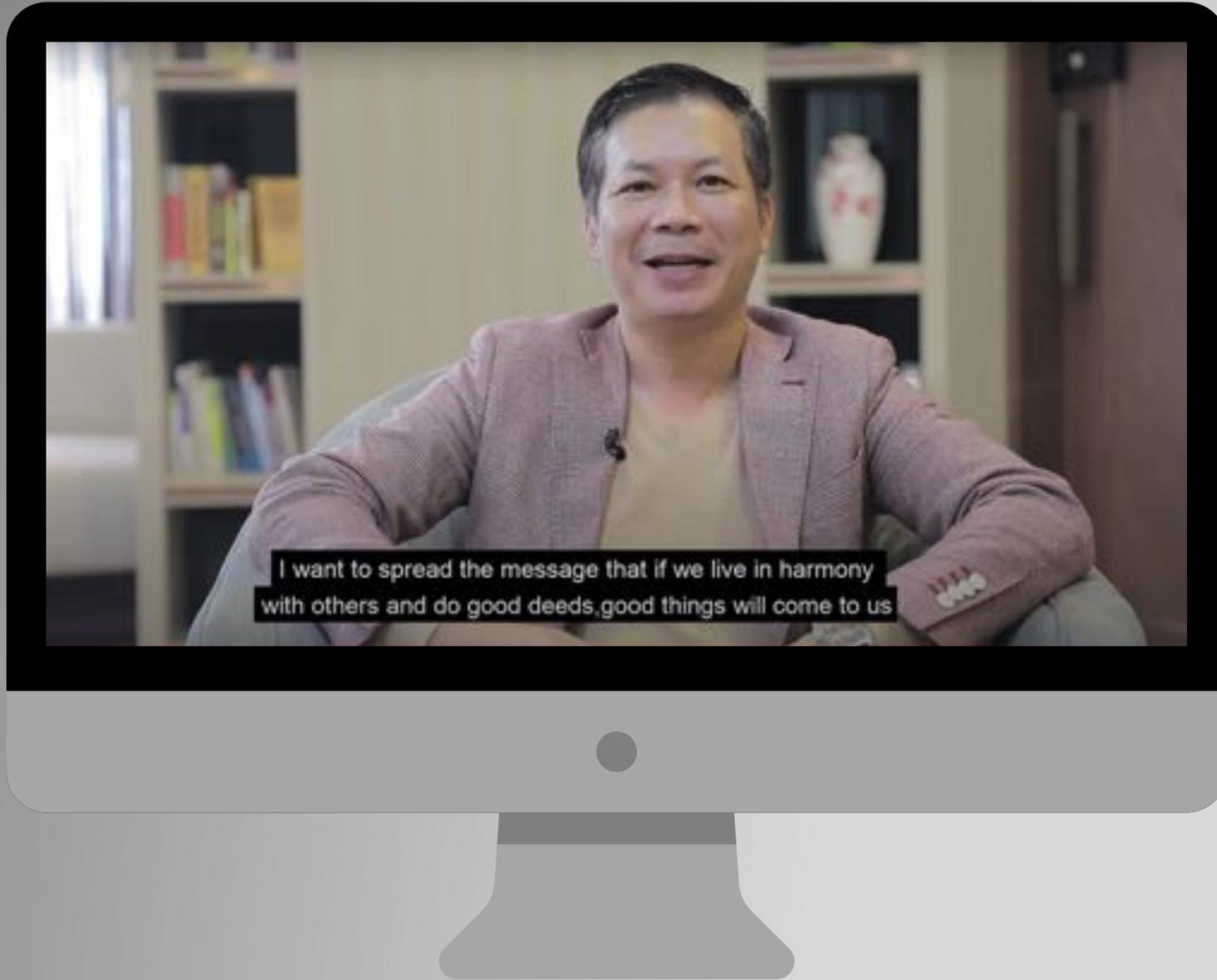


# Merit release





Trade should be legal, sustainable  
and traceable



Pham Thanh Hung  
Vice Chairman, CENGR

# THANK YOU!

Sarah Ferguson

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