Digital Dangers

Addressing the rising use of digital platforms to advertise, purchase and create new markets for illegal wildlife products.

- Research on the nature and dynamics of online marketplaces.
- Analysis of the challenges and opportunities for disruption.
- Strengthening networks for change by supporting investigative journalists to report on online IWT
- Bringing together media and civil society to develop best practice on using the digital space for investigations and mobilization.

Digital Dangers forms part of a broader Norwegian funded project on online environmental crime markets with UNODC, INTERPOL.
IWT ONLINE: Revealing a rising challenge

IFAW runs first study which searches for illegal online ivory commerce

02

670 million people have internet access

04

WEB 2.0

04

Online market “Tabao” bans species included in China's Wildlife Protection Law being sold

08

Facebook has 100 million users

08

eBay bans ivory

09

TRAFFIC monitoring ivory sales on Chinese platforms

11

WeChat Released

12

2.7 billion people have internet

13

INTERPOL and USFWS target online IWT

16

Facebook reaches 1.8 billion users

18

A global coalition of major e-commerce sites + social media sites made a landmark pledge to reduce IWT on their platforms by 80% by 2020

18

WeChat has over 1 billion monthly active users
Most of what we know about IWT online are the challenges.

- Awareness and prioritisation
- Legal frameworks
- Financial regulation
- Law enforcement
- Lessons learned from other illicit markets
Multiple payment platforms, with variable forms of regulation. Though all have been used, we know little about which are preferred for IWT transactions.

- **E-wallet and payment intermediaries**, e.g. PayPal, WeChat Pay, Google Pay are a preferred means of payment but have differing levels of oversight
- **Card payment networks**, e.g. Visa and Mastercard are highly regulated
- **Direct deposit**, e.g. ACH, DEPA
- **Crypto currencies**, creating anonymity of transactions
- **Mobile money**, e.g. Dabshi’il or Orange Pay create easy buyer-to-seller transactions
A hunter from Barcelona illegally takes a snow leopard during a hunting trip to Mongolia. He posts an ad on Facebook to sell the skin, which he had turned into a rug by a taxidermist in Seville. The product is eventually bought by someone in Medina, who receives it at home via DHL Express, using a MasterCard to pay on delivery...
Specificities of different markets show how the internet and social media are increasingly dominant means of marketing.
CONTINUAL SITE ANALYSIS

Advanced and automated social media and network reviews.

ORCHIDS

• Collected 21,741 pages from 3329 distinct websites
• Classified these according to source, removing 87,282 (71%) pages.
• URL annotation and NLP classifiers to find sites selling CITES restricted orchids,
• Surfaced (so far) 1,215 pages classified in engaging in this activity, including 75 pages from websites not previously classified as retail sites.
EDUCATING CONSUMERS

Local market engagement, consumer awareness raising

- Journalists on five continents writing stories in local languages
- Cross regional journalism training, between Asia and Africa.
WAY FORWARD

Analysis  Synthesis  Outreach  Engagement  Disruption
Thank you!

Tuesday Reitano
DEPUTY DIRECTOR
GLOBAL INITIATIVE AGAINST TRANSNATIONAL ORGANIZED CRIME