

# World news story: British Embassy launches National Wildlife Protection Themed Campaign in China

Designed to raise public awareness of the global effects of illegal wildlife trade (IWT), the 'End Wildlife Crime' campaign will include more than eight events across China over the coming months, all leading up to the fourth global IWT conference hosted in London in October.

The launch event took place in Beijing Fang and was in partnership with the International Fund for Animal Welfare (IFAW).

'End Wildlife Crime' comes at a particularly crucial time when our nature, forests, oceans and wildlife, have all been increasingly affected by human activities. Excessive deforestation and the expanding cities deprive the wildlife of their habitats. Many species are being poached for use in illegal trade. In the last decade, the number of elephants alone has declined by almost a third and around 20,000 a year are still being slaughtered because of the global demand for ivory.

With its continued commitment to wildlife protection, the UK will host the fourth global IWT Conference this October, convening over 40 countries, including China, to discuss and agree a way forward for tackling this important global challenge together.

The UK government in China launched this nationwide wildlife protection campaign to raise public awareness of the severe situation endangered species are facing to survive, including elephants, pangolins, rhinos and tigers. By introducing the global effects of illegal wildlife trade, the UK government would like to encourage the public to take a more active role in diminishing the demand of illegal wildlife products. This campaign will include a series of photography exhibitions, film festivals and panel discussions across China including in Beijing, Shanghai, Wuhan, Chengdu, Chongqing and Guangzhou.

During the opening ceremony, Martyn Roper, the Chargé d'Affaires of the British Embassy, said:

The UK and China have been working closely towards our joint goal of sustainable development, this includes through collective actions between our governments and our people on ecological and environmental protection and combating illegal wildlife trade together to protect the planet.

At the beginning of this year, China's domestic ban on the commercial trade of ivory took effect. Likewise, the UK is committed to working ever closer with China in these areas. This October, the UK will host the fourth Conference to tackle the

illegal wildlife trade in London, where we look forward to joining hands with China again in the rise of this global challenge.

We hope that through our campaign 'End Wildlife Crime' that more people will be aware of the important role we have to play in eradicating this global issue and saving our planet together.

Xu Maomao, the Project & Operations Director of IFAW said:

Irresponsible consumption and trade of wildlife productions are damaging the global biodiversity. Poaching and hunting of species like elephant, pangolin, rhino and tiger, excessive and mindless consumption of wildlife productions by some consumers are pushing the species to the brink of extinction.

We call for everyone to stop consuming wildlife and save their lives.

## Notes to Editor:

### About 'End Wildlife Crime'

Time	City /Venue	Events
10th Aug	BEIJING FUN	National Launch
10th Aug- 14th Aug	BEIJING FUN	Photo Exhibition and screening
17th Aug	BEIJING/ Lumière Pavilions	Screening and Panel Discussion
19th Aug	CHONGQING / Yuejie Movie City	Screening and Panel Discussion
19th Aug	CHONGQING / Fangsuo Screening	and Panel Discussion
24th Aug	BEIJING/ Lumière Pavilions	Screening and Panel Discussion
1st Sep	CHONGQING / UME	Screening and Panel Discussion
15th Sep	BEIJING/ British Ambassador's Residence	Open Day Wildlife theme activities

Coming soon: Guangzhou, Shanghai, Wuhan.

### About IFAW

The International Fund for Animal Welfare (IFAW) is a global non-profit organization that protects animals and the places they call home. IFAW has offices in 17 countries and projects in over 40 countries, with over 200 experienced campaigners, legal and political experts, and internationally acclaimed scientists. Our work connects wildlife rescue and conservation, as we believe that the value of the individual animal is linked to the health of the population and ecosystem at large.

### About Lumière Pavilions

Lumière Pavilions is a cinema investment company focusing on the development

and operation of high-end cinemas in China. Since its establishment, the company has positioned itself as the trendsetter in the industry by way of its global vision, innovative designs and adoption of advanced technology. Its introduction of the world-class practices in design, construction, technology, content and service in compliance with international standards has not only garnered acclamation from the general audience but also elevated the company to emerge as a leading brand amongst the competition.

## **About the Jackson Hole Film Festival**

The Jackson Hole Film Festival is a biennial 6-day conference, well-known and the most prestigious media event of the year devoted to the nature conservation, which gathers more than 650 international leaders in science, broadcasting, conservation, and media. That festival is dedicated to helping filmmakers find their own audiences, providing acquisition, marketing and distribution services. Also Jackson Hole Film Festival is a very exciting, social and educational event devoted to the Wild Nature, its problems and forecasts. It is supported by Jackson Hole Film Institute, a non-profit organization, whose mission is to empower filmmakers and audiences through film and new media.