



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



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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.

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- Zoo and Aquarium Association of Australasia

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

FY24 income and expenditure

