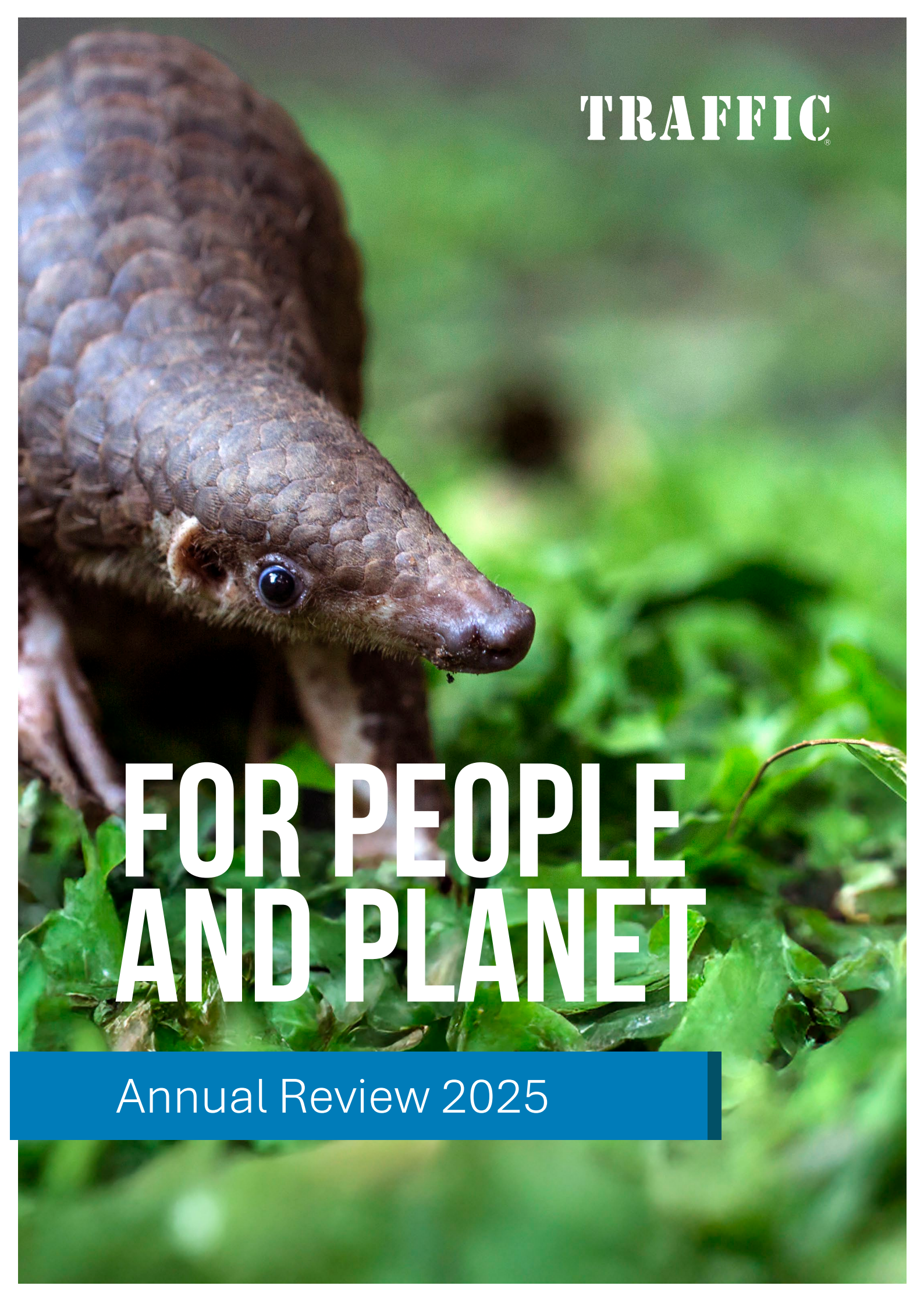


A close-up photograph of a pangolin, showing its distinctive brown, scaly armor and small, dark eye. The pangolin is positioned on the left side of the frame, facing right. The background is a lush, green forest with out-of-focus foliage.

TRAFFIC[®]

FOR PEOPLE AND PLANET

Annual Review 2025

OUR AMBITION

Responding to a defining conservation crisis of our time

TRAFFIC is at the forefront of ensuring the global trade in wild species is a force for good.

Without intervention, illegal and unsustainable wildlife trade will continue to:

- **cause species extinction**
- **fuel transnational crime** and regional insecurity
- **drive poverty**, denying local people livelihoods and resources
- **destroy ecosystems** that help mitigate climate change
- **spread diseases** which pass to humans

But none of this is inevitable. When legal and sustainable, trade in wild species can be a transformative agent for positive change: protecting biodiversity and bringing economic benefits.

With 50 years of expertise, TRAFFIC is a trusted advisor and partner to governments, businesses, law enforcement, and communities worldwide, tackling the root causes of illegal trade in wild species.

From source to destination, we are providing the evidence, influence, and solutions to galvanise change. It's a cross-cutting challenge of our time, sitting at the nexus of so many complex issues. Our work has never been more vital.

Image: Community forestry for Indigenous Peoples and local communities in Cameroon is bringing essential benefits for both people and biodiversity.

© Sam Obae / TRAFFIC

Cover image: © Yingboon Chongsomchai / ZSL Thailand



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Image: Many sea Turtles are illegally traded as food, curios, and traditional medicine. We work to ensure these species remain a critical component of healthy marine ecosystems.

© Antonio Busiello / WWF-US

“

We are living in tumultuous times, where escalating geopolitical, environmental, social, and technological challenges are threatening global progress. Global scientists recently assessed that seven out of nine key “planetary boundaries” have been crossed. The World Economic Forum Global Risks Report 2025 flags that environmental risks are worsening in intensity and frequency. The 2025 IUCN Red List Update highlights that there has been no reduction in the rate at which species are moving towards extinction.

More than ever, we need to take urgent action at scale to tackle the triple threats of biodiversity loss, ecosystem degradation, and climate change. Combatting the illegal trade in wild species lies at the heart of achieving a nature positive future.

The scale of the problem may feel overwhelming. The economic value of illegal trade in logging, fishing, and wildlife amounts to \$1-2 trillion each year. These nature crimes are interconnected with other serious offences like drugs and arms trafficking. Criminal networks exploit the same trade routes, concealment methods, and governance weaknesses, creating a complex web of corruption, financial crime, and illicit activities.

But I am excited and encouraged by the many examples I see of change happening through the work of TRAFFIC and our partners. We are addressing the scourge of illegal wildlife trade across the breadth of the supply chain – from international legislation, through national law enforcement and best practice within the business sector, to demand reduction at the consumer level.

Furthermore, we know that working with Indigenous Peoples and local communities is key to creating sustainable, legal and safe trade in wild species. This is such a powerful lever in poverty reduction; it provides economic benefits to communities, and in turn they become the first line of defence in protecting nature.

This report features some impressive examples of impact across supply chains. These are examples of real-world change, which we hope will inspire others to join us in our work to protect nature and improve lives.

We could not do any of this without you – our supporters, our collaborators, and our friends. These are complex issues that require comprehensive systems solutions. Success depends on partnering with donors, experts and those with lived experience, bringing together a wide range of perspectives and expertise.

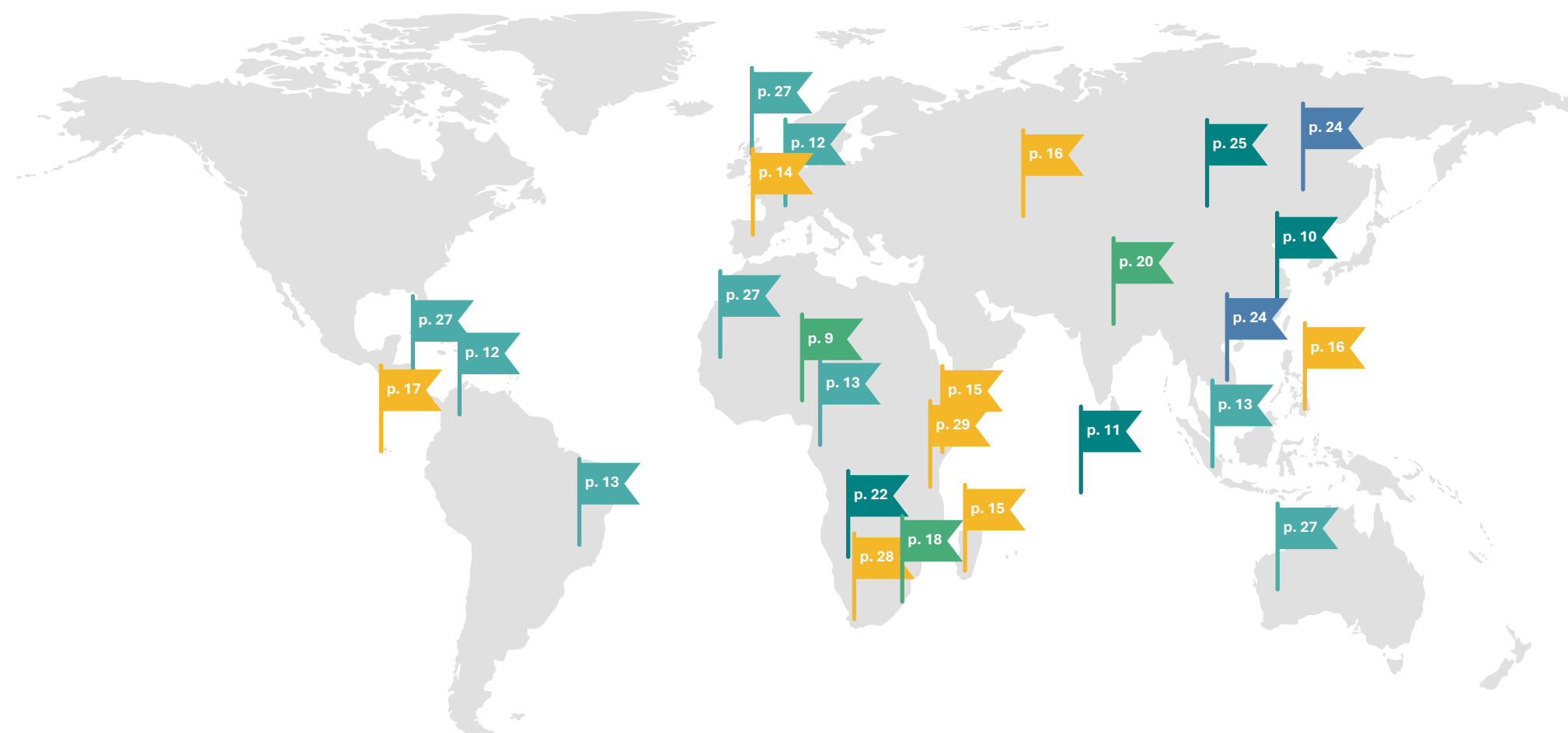
I thank everyone who has helped us this year to achieve all the progress featured in the following pages. This is TRAFFIC’s time. The need has never been greater, and together we are building a better future – one where legal and sustainable trade works to benefit the planet and people.

Thank you, and enjoy reading.

Richard Scobey



Our achievements in FY25 show targeted interventions across five priority areas. By addressing policy, business practice, community livelihoods, and consumer demand, we are actively working to disrupt illegal wildlife trade and promote sustainable use globally.



A bubble chart with three concentric circles of increasing size. The largest circle is labeled 'CBD'. Inside it is a smaller circle labeled 'CITES'. Inside 'CITES' is the smallest circle, which is not explicitly labeled but represents the 'Convention on Biological Diversity' based on the text. The circles are colored in a light blue/teal shade.

- 31** knowledge products produced
- 17** research findings incorporated into intergovernmental decision-making
- 2** intergovernmental agreements influenced



117 tools, resources, or collaboration mechanisms developed or strengthened

2,945 law enforcement staff successfully completed training on wildlife trade-related issues



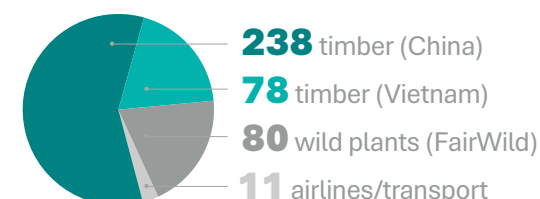
1176
community representatives
successfully completed
capacity building



2 new community empowerment mechanisms established to support legal and sustainable harvesting

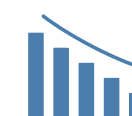


407 businesses verified to be implementing new or strengthened best practice measures



4 new behavioural change initiatives delivered in
China
Vietnam
Japan

850+
previous consumers of
illegal wildlife products
from local communities in
Tanzania committed to
sustainable alternatives





DEEP DIVE: TIMBER AND RAINFORESTS

Protecting forests from illegal timber trade remains one of TRAFFIC's biggest priorities, particularly given the escalating global climate crisis and the central role of forests in mitigating and adapting to climate change.

While global forest cover continues to decline, a hopeful sign is that the rate of deforestation is slowing. The Kunming-Montreal Global Biodiversity Framework has brought renewed global focus to the biodiversity crisis, whilst establishing robust targets for progressing towards the sustainable use of nature.

Wood production has reached a record 4 billion cubic metres each year. At the same time, billions of people rely on nontimber forest products for their livelihoods.

TRAFFIC's mission is twofold: to tackle the root causes of illegal timber trade thereby reducing deforestation and corruption, but also to determine and support sustainable levels of trade so that forests can be managed in a way that benefits people and planet.



Images: (Background) Illegal loggers transport illegally-harvested timber in Cameroon. (Inset) TRAFFIC staff from our Central Africa office accompany local community members from East Cameroon on Community Forest management training.

© Sam Obae / TRAFFIC

Empowering Cameroon's forest guardians

Image: Moizol Sosso Gladys, Indigenous member of Mayos village in East Cameroon benefits from access to a Community Forest.

© Sam Obae / TRAFFIC



Community forestry for IPLCs' rights and resilience

In the heart of the Congo Basin, Cameroon's rainforests are home to extraordinary biodiversity, ancient traditions, and a culture of reciprocal relationships with nature.

For Indigenous Peoples and local communities (IPLCs), these forests are both spiritual homelands and an essential source of sustenance. Yet, despite their vital role in protecting nature, IPLCs have long been excluded from enjoying the rewards of their ancestral forests.

TRAFFIC is helping to change that.

Piloted in two community forests and five villages, including one Indigenous Baka community, TRAFFIC has supported IPLCs in navigating complex legal frameworks to access "community forests."

These portions of forest, granted by the state, allow communities to sustainably harvest timber and other resources, participate in forest governance, and generate income.



The transformative power of community forests

With local partners, TRAFFIC has provided training in forest mapping, species inventories, legal compliance, and developing simple forest management plans for approval by the Ministry of Forestry and Wildlife.

As a result, these communities can now sustainably use forest resources. They plan to build schools, health centres, and water and sanitation infrastructure as a result. The next step is certification, which allows IPLCs to earn almost ten times more from the legal timber they harvest.

While challenges remain, TRAFFIC's work in Cameroon shows that community

forestry is a scalable solution that protects both community members and the forests they call home, through combatting illegal logging, deforestation, and wildlife poaching.

TRAFFIC hopes to expand to 20 more community forests in Cameroon, with aspirations to replicate the approach across other Congo Basin countries.

We believe conservation means inclusion. By empowering IPLCs, we're not only protecting forests, but we're also investing in a nature positive future led by those who know and understand it best.



© Marcus Comthwaite / TRAFFIC

“ TRAFFIC has resurrected us - our community forest has given our village the chance to lift ourselves out of poverty

Majesty Mital Athanase,
Chief of Mampang village

East Africa timber tracker is born

Success for forestry expands

Following the success of Tanzania’s timber tracking system, TRAFFIC has been supporting its rollout in neighbouring Kenya.

The system helps Tanzania Forest Services manage the country’s extensive forests, so that degraded woodland recovers, corruption in timber trade is stamped out, and timber revenue increases.

At a TRAFFIC-convened meeting, Kenya’s forest service expressed eagerness to adopt the “beautiful system.” Now, Tanzania and Kenya are collaborating on a cross-border tracking system, with Uganda also signalling interest in joining the regional effort.

Image: Timber Tracker has revolutionised legal and sustainable timber trade in Tanzania already.

© Sam Obae / TRAFFIC

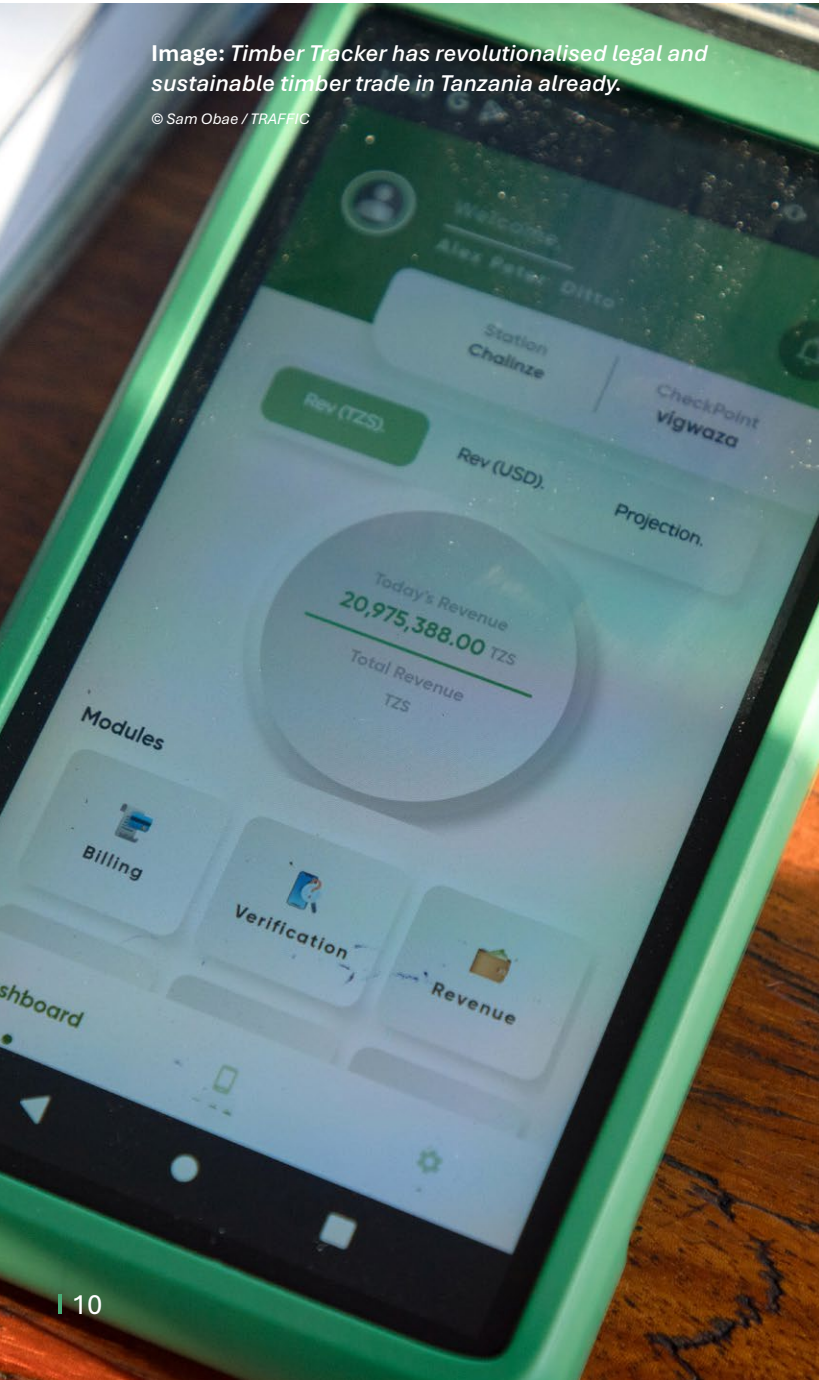


Image: Vietnamese timber companies are pushing ahead with sustainability practices.

© James Morgan / WWF

Code of Conduct for Vietnamese timber companies

TRAFFIC worked with a forest products association in Vietnam to create a voluntary Code of Conduct for timber manufacturers. The aim is to help companies establish systems to check that the wood they import and export comes from legal and sustainable sources.

During the last year, TRAFFIC trained 47 timber companies in how to implement the Code of Conduct. The training ensured an increased level of understanding of the laws and sustainability standards for timber and wood furniture.

30 timber companies have adopted the Code so far

These signatories have now started verifying the legality of their timber. This helps protect them from legal trouble and reputational damage linked to deforestation.

More companies will be introduced to the Code soon. The Vietnamese Government has agreed continued support and plans to expand training in the coming months.



Image: Certified timber operations in Europe.

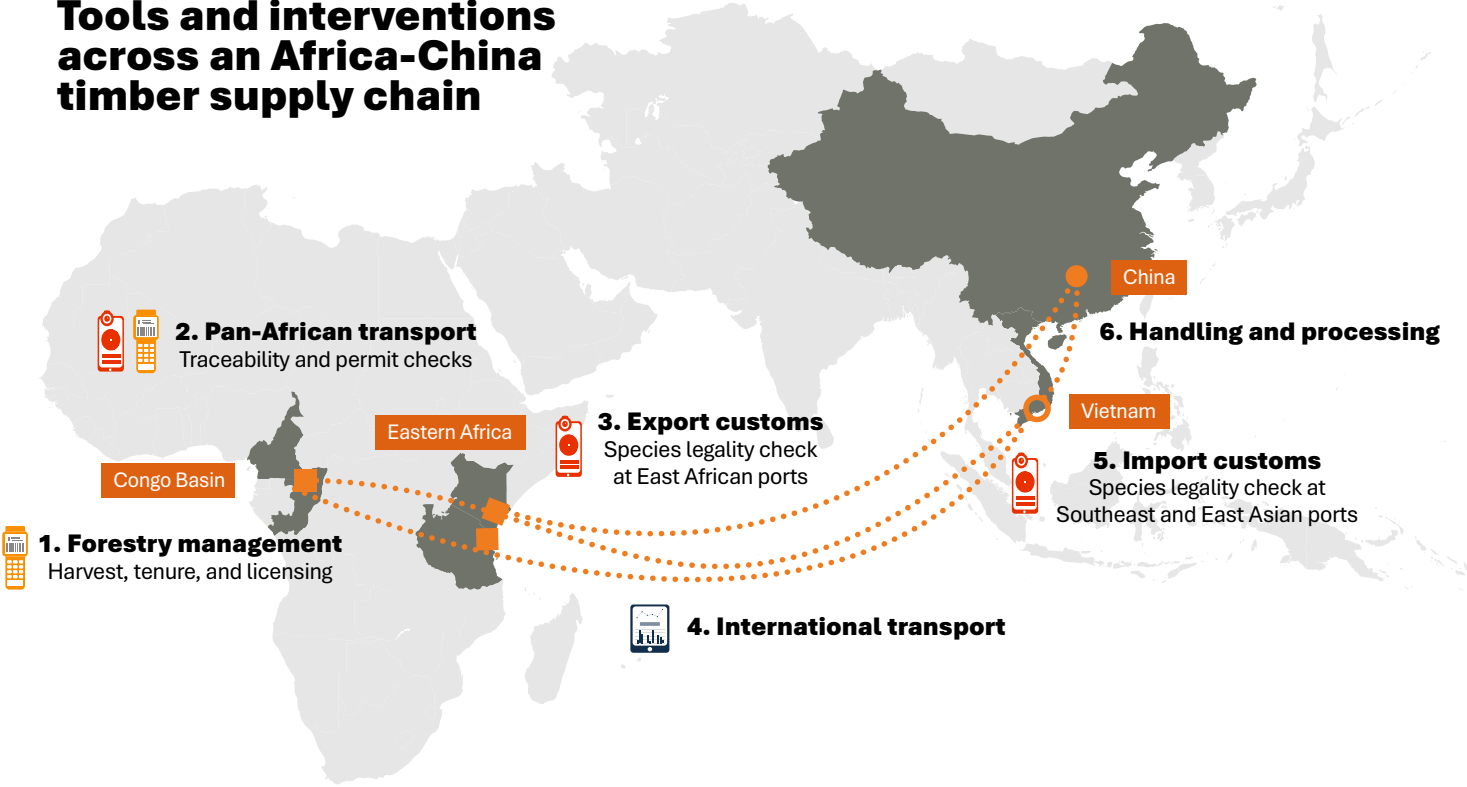
© Jaap van der Waarde / WWF-Netherlands

Supporting legal and sustainable timber trade into the EU

A new TRAFFIC guide supports legal timber trade from Cameroon to the EU by helping exporters and importers comply with the EU Timber Regulation and upcoming EU Deforestation Regulation (EUDR). In French and English, it includes step-by-step instructions, and is accompanied by national legality frameworks for six Central Africa countries.

The guide aims to combat illegal logging, protect ecosystems, and promote sustainable trade, ensuring transparency and legality in timber supply chains ahead of the EUDR’s enforcement in 2026.

Tools and interventions across an Africa-China timber supply chain



TOOLS AND INITIATIVES KEY:

- Timber Tracker:** A handheld device that streamlines timber tracking and verification of timber shipments
- WoodID:** This technology uses a smartphone app and macro-lens attachment to identify wood species in the field

TimberStats: This interactive data platform helps combat illegal timber trade by allowing law enforcement and financial institutions to analyse trade activity and identify potentially suspicious trade for further investigations

PRIORITY AREA 1

INTERNATIONAL FRAMEWORKS



Image: TRAFFIC's Programme Lead for Latin America speaks at the CBD CoP in Cali.

Pushing wildlife trade up the agenda at Cali CoP

At CoP16 of the Convention on Biological Diversity, **TRAFFIC successfully raised the profile of wild species trade** - central to Targets 5 and 9 of the Global Biodiversity Framework. Through briefings, stakeholder engagement, and input to the Collaborative Partnership on Sustainable Wildlife Management (CPW), gaps were acknowledged on trade in wild species, which will need to be addressed. Outcomes included key decisions recognising the importance of wildlife trade under CPW and a Global Action Plan on Biodiversity and Health.

Image: The European trade in Eels is a multi-billion Euro industry beset by corruption, legality and sustainability threats.

EU continues to drive action on wildlife trade

The **EU remains a major hub for wildlife trafficking and trade**, with species and products smuggled into, through, and out of, Member States. As a global policy leader, the EU influences international wildlife trade significantly.

Under a European Commission contract, TRAFFIC produced the first EU Wildlife Trafficking Action Plan (EU WAP) monitoring progress report and the 2025 EU Wildlife Seizures report. These were shared via webinars with over 300 participants, including EU CITES authorities, Commission departments, law enforcement agencies, NGOs and researchers.

TRAFFIC fostered dialogue between the EU CITES and EU Deforestation-Free Regulation (EUDR) authorities, supporting Member States in preparation for its implementation.

In support of the Environmental Crime Directive (ECD), TRAFFIC co-hosted a **high-level European Parliament event with UNODC, WWF, and the Spanish Guardia Civil**, attended by senior EU officials and agencies including Europol, Eurojust, and the French Gendarmerie, the private sector and civil society. The event underscored the need to prioritise environmental crime in the next EU budget and ensure effective ECD implementation.

TRAFFIC's 2025 EU-TWIX data analysis supported investigations, contributed to strategic analysis and operational investigations including Europol's EU policy cycle EMPACT, and informed national enforcement priority setting.



Image: A juvenile Orangutan rescued from a trafficking gang in Malaysia - an example of wildlife crime convergence that cuts across criminal, biodiversity, and sustainable development issues.
© YIARI

Tackling crime convergence: uniting against nature crimes

Wildlife trafficking doesn't happen in isolation - it's part of a global criminal web fuelling drug smuggling, money laundering, and corruption. **TRAFFIC's work on crime convergence is exposing these connections and helping enforcement agencies respond in smarter, more coordinated ways.**

This year TRAFFIC published reports highlighting how wildlife trafficking converges with illegal logging, mining, and drug trafficking in Brazil, Cameroon, Indonesia and Vietnam. These reports informed concrete, evidence-based recommendations on how and where to focus future research and capacity-building efforts across these countries. These outputs provide a strong foundation for coordinated action against conservation crimes at both national and regional levels.

This approach not only protects endangered species but also helps dismantle wider criminal enterprises that threaten security, economies, and communities worldwide.

As recognition of convergence grows, our evidence-based insights are shaping a new generation of integrated crime-fighting strategies for people and planet.

Guidelines for ensuring sustainable CITES harvesting

TRAFFIC, in collaboration with German government agency BfN and other partners, **is working to protect CITES listed perennial plants and tree species**, including those in Central Africa's Congo Basin by providing guidance and a training tool for sustainable trade.

Workshops were held in Ghana, Cameroon, along with regional workshops in Latin America and West Africa where scientists and CITES authorities were trained to determine sustainable levels of international trade in plants and timber.

During the workshops, participants were taught to develop robust science-based 'Non-Detriment Findings' (NDFs) guided by a **practical 9-step tool** to assess whether timber exports would be sustainable. The initiative aims to ensure that communities continue to benefit from legal, sustainable trade as far as possible, balanced with long-term forest sustainability and compliance with international regulations.

This guidance can be applied anywhere to identify and ensure sustainable harvest and trade of CITES-listed perennial plants and tree species

PRIORITY AREA 2

NATIONAL POLICY AND REGULATION

Image: South African enforcement authorities seize a shipment of rhino horn and other contraband from a trafficking gang.

© Julian Rademeyer / TRAFFIC

An international alliance to beat crime - TWIX

A powerful collaboration of law enforcement teams is proving effective in fighting back against illegal wildlife crime.

TWIX (Trade in Wildlife Information Exchange) is a unique mechanism for international cooperation which helps law enforcement stay one step ahead of global criminal networks who are plundering nature for profit.

Established in 2005 by Belgian agencies and TRAFFIC, it now connects over:

1,500 officials from 39 European countries

Furthermore it has spread across Africa, with a total of five regional TWIX platforms facilitating regular communication between international enforcement agencies, connecting 1,671 individuals across the continent, and proving highly effective in helping disrupt transnational smuggling networks.

During the last year, the West African TWIX was launched, connecting 140 new law enforcement officers across 57 agencies. In Southern Africa, a new mobile app was rolled out to give agents real-time access in the field.

Interpol's Operation Thunder in February 2025, involving TWIX users based in West Africa and beyond, led to nearly 20,000 live animals being seized.

“ The TRAFFIC TWIX platform for networking across law enforcement, and the recent expert training in how to address the illegal wildlife trade provided by TRAFFIC staff, were very useful to us during Operation Thunder.

Anonymous Senior Law Enforcement official and TWIX user, West Africa

© INTERPOL

Image: Police representatives attend a TRAFFIC wildlife identification and regulation training workshop in Moshi, Tanzania.

© Sam Obae / TRAFFIC

Upskilling police in Tanzania

The illegal wildlife trade (IWT) has traditionally not been part of mainstream training for police officers in Tanzania, meaning they do not always have the required knowledge, skills, or tools to tackle wildlife trafficking.

TRAFFIC has worked with authorities to embed IWT training into police training

curricula, so it is rolled out to law enforcement officers at scale, and the initiative remains sustainable. In Tanzania, illegal wildlife trade modules are now embedded in the curriculum of five police colleges, including one dedicated to wildlife crime investigation – emphasising stronger management of the chain of custody for wildlife crimes.

295

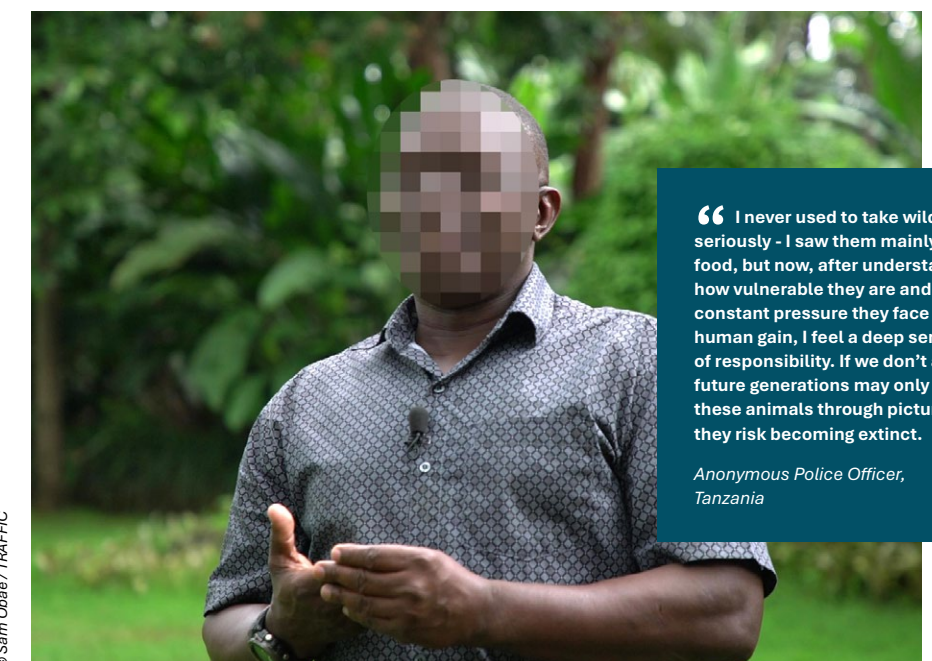
officers have been trained

10,000

police cadets have been upskilled

70%

improvement on knowledge on IWT



© Sam Obae / TRAFFIC

“ I never used to take wildlife seriously - I saw them mainly as food, but now, after understanding how vulnerable they are and the constant pressure they face for human gain, I feel a deep sense of responsibility. If we don't act, future generations may only know these animals through pictures, as they risk becoming extinct.

Anonymous Police Officer, Tanzania



Image: TRAFFIC staff with winners of the “Wildlife Sentinel” awards in the Philippines.
© Elizabeth John / TRAFFIC

‘Wildlife Sentinels’ in successful Philippines wildlife busts

Over the span of just a few days, law enforcement in the Philippines took down two different online sellers offering protected wildlife, highlighting how social media has become a marketplace, but one that’s being watched.

In early May in Cubao, Quezon City, two individuals were caught trying to sell endangered Sulcata tortoises; a popular exotic pet that is illegal to trade without permits. Just two days later in Pasay City, a man was arrested after offering 10 live cockatiels for sale via Facebook.

Winners of the TRAFFIC-led Wildlife Sentinel Awards (WiSe) 2024 were amongst the individuals and units involved in the seizures.

The WiSe Awards were established to recognise and support outstanding efforts to tackle wildlife crime in the Philippines.



Image: Saiga Antelope populations in Central Asia have recovered thanks to conservation action.
© Navindah Singh

Digital wildlife defenders

Kyrgyzstan has launched a powerful new electronic database to help law enforcement combat wildlife trafficking.

Developed with TRAFFIC and Fauna & Flora, the tool enables agencies to verify permits, identify species, and share smuggling data. Training sessions have upskilled law enforcement staff – some of whom had previously not known about legislation governing wildlife trade – and equipped customs and border officers to use the system effectively.

This initiative strengthens interagency cooperation and aims to protect Central Asia’s rich biodiversity, including endangered species like Saker Falcon and Saiga Antelope.

Prosecutions and sentencing increase in Madagascar

The number of wildlife trade related court sentences in line with the law has increased fourfold since training began at law enforcement colleges.

TRAFFIC worked with [Madagascar authorities to embed a training module on illegal wildlife trade](#) (IWT) in the curricula of four law enforcement training colleges.

Over the four years of the project, which concluded in 2025:

132% increase in prosecutions
300% rise in sentencing in line with the law

Traditionally, wildlife law enforcement in Madagascar has been reactive and focused on low-level offenders. Most judges and prosecutors did not view wildlife trafficking as transnational organized crime. As a result, criminal proceedings usually targeted carriers and intermediaries while buyers and final beneficiaries were rarely charged. Few criminal investigations focused on modus operandi, corrupt facilitators, or financial transactions.

TRAFFIC’s work in Madagascar sought to foster a common understanding around the severity and drivers of IWT, and around how to best prevent, investigate, and prosecute these offences.

Important progress has been achieved by promoting regulatory change and ambitious criminal policies, and by building the capacity of investigators, prosecutors, and judges towards intelligence-led prosecutions focusing on high level offenders.

From setbacks to sustainable success

In 2021, 185 endangered baby giant tortoises were found hidden in a suitcase at Galápagos Ecological Airport (ECOGAL), bound for illegal trade. Ten had already suffocated. While the seizure was a success, poor coordination and lack of training meant crucial evidence was mishandled, weakening the legal case and jeopardising justice being carried out.

This situation sparked action. [ECOGAL supported by TRAFFIC and local authorities have developed a new Chain of Custody Protocol](#) to ensure future wildlife crimes uncovered in the Galápagos – one of the world’s most unique ecosystems - are properly handled. The protocol outlines clear roles, evidence procedures, and provides training for airport staff and law enforcement, reinforcing coordination between institutions.

Now officially adopted, it strengthens the islands’ ability to protect biodiversity. Captain Sebastián Espinoza, Chief, National Environmental Police Protection Unit, said: “This protocol is of vital importance, providing the necessary tools to confront crimes against wildlife and guarantee the protection of species.”

Using TRAFFIC’s datasets to leverage wildlife wins

Data on illegal and unsustainable wildlife trade is one of TRAFFIC’s most valuable assets. TRAFFIC’s Wildlife Trade Information System (WiTIS) is our secure database containing records of thousands of incidents involving poaching, wildlife seizures, and other law enforcement actions, in addition to market monitoring and actionable information.

60,000 incident records are registered in WiTIS

WiTIS contains over 60,000 incident records. It is used by TRAFFIC staff to support work mapping wildlife crime incidents, trade routes, and patterns, and supporting our work on species including sharks, fish maws, pangolins, timber, and rhinos.

During this past year, the data underpinned analyses which informed national and regional enforcement strategies, cross-border cooperation, and conservation priorities, including judicial responses, forensic capacity-building, and forest governance.

TRAFFIC publishes a majority of this data on the [Wildlife Trade Portal](#) – the world’s most comprehensive open-access repository of wildlife seizure data.

The Wildlife Trade Portal now boasts 3,100 users from 138 countries around the world. During the last year, the underlying Portal data has seen a significant increase, with 5,000 new incident records bringing the total record count to 39,000. 1,800 export files were downloaded in the past year - a 37% increase from the previous year - helping target enforcement actions against key illegal wildlife trade actors.

15% increase in incident records
3,150 regular users from 138 countries

The Portal has been used for a wide range of tasks to combat illegal trade and promote sustainable practices, including research projects, policy and prioritisation work, disease risk assessments and money laundering detection.



“ As Deputy Director of Sri Lanka Customs and a WCO-accredited expert on Illegal Wildlife Trade, I have found the Wildlife Trade Portal to be a critical tool that directly supports both enforcement operations and capacity-building efforts.

Hasantha Kaushalya,
Deputy Director of Sri Lanka Customs



PRIORITY AREA 3

EMPOWERING COMMUNITIES

© Sam Obae / TRAFFIC

Assuring the future survival of African Geranium

Pelargonium sidoides, known as African Geranium, is native to South Africa and Lesotho. It's widely used in herbal medicines and plays a vital role in supporting local livelihoods. However, rising global demand has led to localised overharvesting, threatening the plant's survival in key areas.

To address this, TRAFFIC collaborated with the Pelargonium Working Group -led by South Africa's Department of Forestry, Fisheries and the Environment and including industry, NGOs, and communities - to update the Biodiversity Management Plan for *Pelargonium sidoides*. This plan promotes sustainable harvesting, fair access and benefit-sharing.

TRAFFIC prepared guidance for the Government to determine sustainable harvest levels in the form of a 'non-detriment finding', and a benefit-sharing analysis of arrangements in place for the African Geranium industry in South Africa.

426
collectors trained on sustainable harvesting techniques

The updated Biodiversity Management Plan outlines 14 priority conservation actions and will be 'gazetted' (i.e. accepted) into law in South Africa in 2025. A key goal is to strengthen collaboration between South Africa and Lesotho to ensure the species is managed sustainably across borders.

This is a success story in sustainable trade that benefits people and nature. With strong support from all stakeholders, TRAFFIC's contributions ensure that *Pelargonium sidoides* can continue to provide health benefits and economic value without risking its future.



Images: (Top) A local harvester collects African Geranium. (Bottom) The quality of plants is assessed through the colour of the root.

© Lemone Sebastian / TRAFFIC



Images: Constantiono was once one of Tanzania's most wanted poachers. Now, he works as a welder, is on the local hospital board, and works with communities throughout the Kwakuchinja corridor to support the development of alternative livelihoods.

© (Left) Marcus Cornthwaite / TRAFFIC (Right) Sam Obae / TRAFFIC

“All I came out with were scars and wounds”

After 15 years of poaching in Tanzania, **Constantiono Martin walked away with nothing but scars and regret.** He had lost friends to dangerous hunts and lived in poverty despite years of illegal poaching for wild meat. When a friend was arrested and shown a list of Tanzania's most wanted poachers- including Constantiono- he decided to turn himself in. “I wasn't born to be a poacher,” he said.

Today, Constantiono runs a welding garage and serves on the purchasing committee of his local hospital. He's now using his story to discourage others from poaching, as part of TRAFFIC's campaign to reduce illegal wild meat consumption in the Kwakuchinja Wildlife Corridor, a vital link between Tarangire and Lake Manyara National Parks.

TRAFFIC's behaviour change campaign, delivered through local partners COSITA and ABC Bros, reached over 227,000 people through posters, radio broadcasts, workshops, and community events. It focused on educating communities - especially women - about the health risks of handling and eating illegal wild meat and promoting alternative livelihoods like bead-making, farming, and small businesses.

The impact has been significant. As well as shifting consumption and employment trends, women have gained confidence and skills to advocate against poaching.

It's a great model for how storytelling, education, and community engagement can transform lives and protect wildlife.

99%
of individuals reported not consuming illegal wild meat during the past year

76%
noted a shift towards sustainable income sources

Searching Nepal for its high-altitude gold

Each May local villagers embark on an annual trek to the high pastures of Nepal's Dhorpatan Hunting Reserve to harvest Yarsagumba *Ophiocordyceps sinensis* - an elusive caterpillar fungus known as "Himalayan gold."

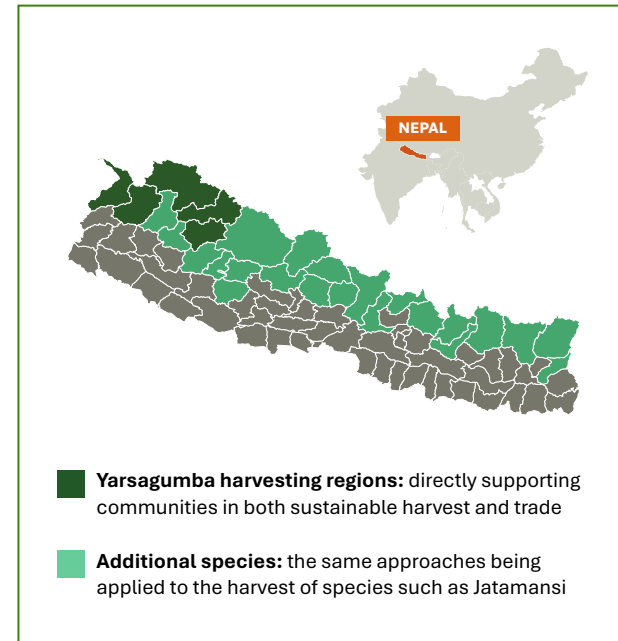
Found at altitudes above 4,000 metres, the fungus is prized in traditional Chinese medicine and is considered a candidate to boost immunity, fight cancer, and improve gut health.

100k
hectares are undergoing ecosystem restoration activities

350
Community Forest user groups are being supported

Image: A local collector shows off one of her finds following a day searching for Yarsagumba.

© ANSAB



A remote and arduous climb in search of hidden treasure

Collectors endure freezing temperatures, thin air, and steep terrain, often praying at stone shrines for luck. Spotting the tiny mushroom tip of Yarsagumba is a moment of joy. Its value depends on size and colour, with larger, reddish specimens fetching higher prices. Yet the search is unpredictable - some days yield none, others up to sixteen.

For remote communities, especially women who are the primary collectors, Yarsagumba is a vital source of income for the entire year ahead. Earnings provide food, education, and religious donations, which enhance social status and community bonds.

But challenges abound: villagers report finding Yarsagumba harder to find, legal misunderstandings around collection rules have hurt traders, and traditional knowledge is fading as youth migrate. In response, communities are forming trading groups and exploring cultivation.

Restoration, training, and equitable-access

TRAFFIC, and our partners ANSAB and FECOFUN, are supporting legal and sustainable trade in Yarsagumba through a five-year project to support sustainable harvesting of medicinal plants and fungi in the Himalayas, plus ecosystem restoration across 100,000 hectares.

Other key medicinal plants targeted by this project include the CITES-listed Jatamansi *Nardostachys jatamansi* - an aromatic herb used in traditional medicine, cosmetics and incense, valued for its fragrance and potential to treat various ailments. The Jatamansi industry was valued at USD 493 million in 2023.

Currently in Year 2, the project has already established a network of forest officers and trained local people across 10 priority districts of Nepal. Capacity building and training of around 350 Community Forest User Groups is taking place to help them manage their wild resources sustainably, including Yarsagumba.

Meanwhile, villagers continue their annual pilgrimage, balancing tradition with modern pressures. Each tiny fungus carries the hope of survival - and the preservation of a way of life nestled in Nepal's mountain peaks.



Images: (Top and middle) Collectors search for Yarsagumba on Himalayan slopes. (Bottom) dried Yarsagumba.

© ANSAB



PRIORITY AREA 4

WORKING WITH THE PRIVATE SECTOR

Action with eBay to stop illegal online plant trade

To help protect native succulent plants in South Africa, TRAFFIC organised a training course for eBay employees to help them spot plants poached from the wild and sold illegally online.

Beautiful and characterful ornamental plants – which often grow in one single place on earth where they are critical to biodiversity – are in huge demand by house-plant lovers everywhere, and sell online in their millions.

But what most online plant consumers don't realise is that they are likely to be buying into crime, biodiversity loss and environmental destruction. TRAFFIC's work revealed that ornamental plant trade has increased exponentially with many species illegally harvested from the wild – to the extent that some species are wiped out in single poaching events.

TRAFFIC and Royal Botanic Gardens Kew provided advice to help enforce eBay's Prohibited and Restricted Items Policy, including the Plants and Seeds

Policy, via virtual training for eBay staff monitors.

In its 2024 Impact Report, eBay states it 'blocked or removed one million item listings prohibited under our Animal and Wildlife Products Policy'.

“Collaborating with TRAFFIC, the world's leading NGO tackling illegal wildlife trade, and the Royal Botanical Gardens, Kew, we strengthened protections to prevent illegal succulent and plant trafficking and expanded domestic shipping restrictions for plants and seeds from the U.S. and Australia to the EU and U.K.

eBay Impact Report

eBay's impact report continues:

“TRAFFIC and RBG Kew also offered a virtual workshop for approximately 50 eBay employees that increased their ability to identify and block sales of protected plants.”

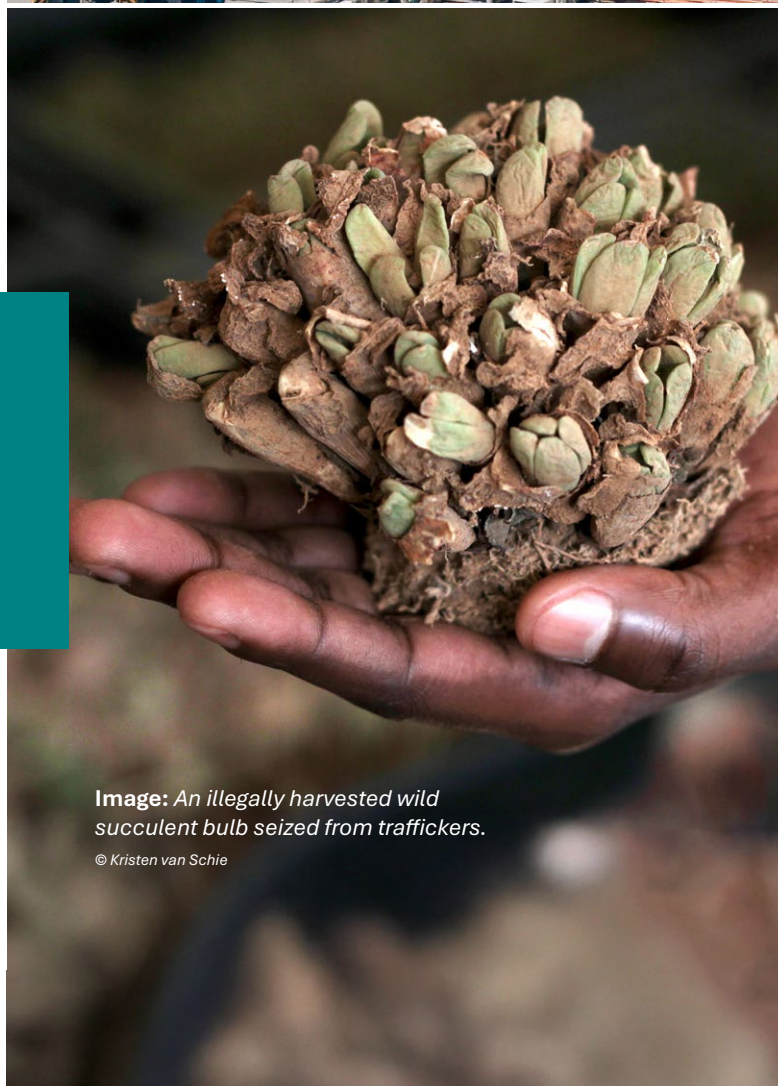


Image: An illegally harvested wild succulent bulb seized from traffickers.

© Kristen van Schie



Image: Lion products were one of many illegal wildlife commodities found on online commerce platforms.

© gregdutoit

Building expertise in online market monitoring

With illegal online wildlife trade surging, TRAFFIC has refined its monitoring methodologies, producing its most comprehensive dataset to date. This year, 890 suspect posts were documented across Africa, with one-third flagged as high priority due to conservation and trafficking risks. These records helped identify critical species and trade routes, directly informing enforcement and policy. Data was shared with law enforcement and sales platforms to enable them to take action.

Threatened species like pangolins, lions, and African grey parrots were found on Facebook, TikTok, and Jiji, offering actionable intelligence. In East Africa, monitoring data supported real-time enforcement operations. AI and Natural Language Processing tools streamlined data processing, improving efficiency and uncovering hidden content.

TRAFFIC engaged directly with companies including Afribobo and Afribaba and delivered a virtual training session to Alibaba Group in March 2025. Afribobo has since set up filters that prevent protected wildlife species from being advertised on its platforms and joined the [Coalition to End Wildlife Trafficking Online](#).

“Our platform plays an important role in connecting people and opportunities across the region. But with that opportunity comes responsibility. We are proud to be taking this step with the Coalition and TRAFFIC to help protect Africa's rich wildlife from exploitation online.

Jules Ndam,
Founder and CEO of Afribobo

TRAFFIC has developed, and hosted on the Coalition website, an online module for the training of law enforcement personnel in Africa, focussed on monitoring, investigating and prosecuting illegal wildlife trade crime online.

TRAFFIC's advocacy led to 21Food removing 29 adverts for 15 threatened species.

Chinese businesses shift to legal, sustainable timber

The proportion of legal and sustainable timber imported to China from Congo Basin countries has increased significantly in the last year.

China is a major market for timber from the Congo Basin – the world's second biggest rainforest. China's new Forest Law states an ambition that Chinese companies sustainably and legally source timber. But a lack of timber legality verification tools is hampering efforts to correctly identify illegally sourced or restricted timber throughout global supply chains.

TRAFFIC has been working with the China Timber & Wood Products Distribution Association (CTWPDA) to strengthen its Code of Conduct and co-develop a Corporate Social Responsibility Guide. Both these were promoted to members through training, and at CTWPDA's conference in September 2024.

In an encouraging development, the proportion of timber imported to China from Congo Basin countries that has been verified to be legal by CTWPDA members increased from 49.1% to 65.7% over the last year.

65.7%
of timber imported into China from the Congo Basin is now verified as legal - up from 49.1% the year before

238 companies have been verified as implementing the Code of Conduct, as part of qualifying for CTWPDA membership. In-depth interviews with timber companies in China confirmed a clear awareness of timber legality issues and core CSR topics, while identifying that some implementation gaps remain. These results highlight the critical need for continued support and advanced operational guidance.



© WWF / Mike Goldwater



PRIORITY AREA 5

RESPONSIBLE CONSUMPTION

Images: (Top) Practitioners at one of Vietnam's largest traditional medicine pharmaceutical companies. (Bottom) TCM students in Vietnam pledge to use sustainable alternatives to endangered wildlife products.

China and Vietnam join forces for sustainable traditional medicine

Traditional medicine practitioners across Asia have long sought to reconcile traditional knowledge and wildlife conservation, particularly regarding consumption of medicinal ingredients from endangered species, such as rhinos and pangolins.

Now, a groundbreaking cross-border partnership between China and Vietnam has forged a path to eliminate reliance on endangered wild species in traditional medicine, while advancing sustainable and ethical practices.

TRAFFIC's initiative, aimed at reducing demand and consumption of rhino horn, provided the technical framework necessary to make this collaboration a reality.

During this year, TRAFFIC brought together 100 Vietnamese and Chinese traditional medicine experts, first in Hanoi, Vietnam, and subsequently in Beijing, China. The experts visited research facilities and pharmaceutical companies, exchanged knowledge on

conservation of wild medicinal plants, and discussed development of sustainable alternative ingredients.

As a result, in May 2025 in Beijing, the two leading traditional medicine associations from China and Vietnam, the China Association of Traditional Chinese Medicine (CATCM) and the Vietnam Oriental Traditional Medicine Association (VOTMA), signed a Memorandum of Understanding (MOU) to promote conservation-oriented healthcare.

Following the signing of the MOU, the VOTMA-CATCM cooperation led to reciprocal visits by members and participation in traditional medicine events, setting the stage for further research collaborations.

Through a shared commitment to public health, biodiversity conservation, and responsible trade, the partnership offers a powerful regional model for sustainable traditional medicine and contributes to global biodiversity conservation.



Rhino poaching falls but populations still at risk

In some limited, but much-needed, good news for rhinos, data from TRAFFIC and partners revealed that poaching levels in Africa had fallen to their lowest levels in over a decade.

However, set against this, global population numbers declined, with white rhinos at a near 20-year low, highlighting the need to tackle this devastating illegal trade across the entire supply chain, all the way through to reducing demand.

Illegal trade in rhino horn has declined since its 2019 peak, but the threat remains. Between 2021 and 2023, over 750 seizure records were logged globally, totalling an estimated 1.8 tonnes of horn - the equivalent of 716 whole horns.

To tackle demand, TRAFFIC facilitated a historic pledge in Hanoi and an MoU in Beijing between Traditional Medicine associations in China and Vietnam, committing to promote legal and sustainable practices. Future initiatives may

include joint research, practitioner training, and industry standards. In Vietnam, TRAFFIC delivered targeted campaigns to reduce demand among traditional medicine practitioners, pharmaceutical companies, and transport businesses - addressing rhino horn use as both a supposed 'remedy' and status symbol.

TRAFFIC continues to play a leading role in monitoring illegal rhino trade, producing reports and developing an interactive online tool to make findings accessible to policy makers. Insights informed the outcome document from the CITES Rhinoceros Enforcement Task Force, strengthening global enforcement responses. TRAFFIC also contributed to South Africa's Biodiversity Management Plan for Black and White Rhinoceroses, supporting a strategic national approach to rhino conservation.

Together, these efforts are helping shift the story for rhinos - from exploitation to protection.



Images: (Top) A Black Rhino in the Maasai Mara National Reserve, Kenya. (Middle) an installation at an event aimed at reducing the demand for rhino horn. (Background) A seller in Hanoi displays a bowl used for grinding rhino horn into powder.

© (Top) Richard Edwards
© (background) Robert Patterson



DEEP DIVE: OCEANS AND MARINE LIFE



“ Our Ocean defines our Planet. It sustains us and is home to more than half of life on earth today.

Sir David Attenborough,
World Oceans Day

Sir David Attenborough continues to propel the health of our oceans into the world’s consciousness. His words were played to 90 Heads of State at the opening of the UN Ocean Conference which took place in France in June 2025.

Yet in the UN’s 2025 report on progress towards the Sustainable Development Goals, ‘overfishing’, along with ‘illegal, unreported and unregulated fishing’, are referred to repeatedly as major threats to our oceans.

This year TRAFFIC has made great strides forward in strengthening evidence and partnerships to support stronger international frameworks protecting highly endangered marine species, such as deepwater sharks, abalone and sea cucumbers.

Image: An Ornamental Fish collector surveys his catch off Kenya’s coastline.

© Nathalie Bertrams



Halt Shark Extinction Coalition launched

With more than a third of sharks and rays threatened with extinction, largely due to overfishing, **TRAFFIC is part of a core team that launched the new Global Coalition to Halt Shark and Ray Extinction at the UN Oceans Conference in Nice, 2025.**

Championed by the government of France, together with TRAFFIC, the IUCN Species Survival Commission,

and WWF, the Coalition calls for concerted and high-level action.

Nine ‘early champion’ governments, including lead government France, Australia, Ecuador, Maldives, Malta, Panama, Republic of Congo, Spain and UK, endorsed the international call to halt extinction of sharks and rays, together with more than 80 civil society organisations.

Coalition goals:

- Protect key habitats and secure ecological connectivity
- Ensure sustainable and legal trade
- Establish a global intergovernmental task force to coordinate efforts

Bringing Gulpers back from the brink

This year TRAFFIC teamed up with other experts to put critically endangered deepwater Gulper sharks onto the international agenda.

This was achieved through engagement at the CITES Animals and Standing Committees in July 2024. The team **provided data on the plight of Gulpers**, convincing CITES Parties to request further information on catch, trade and management. This supported countries subsequently proposing them for listing on CITES appendices (which would restrict international trade of Gulpers).

This engagement was successful and resulted in a listing proposal submitted for CITES CoP20 (November 2025), co-sponsored by Brazil, Comoros, Dominican Republic, Ecuador, European Union, Lebanon, Nigeria, Panama, Senegal, Syrian Arab Republic, United Kingdom of Great Britain and Northern Ireland.

Also as a result of deliberations at CITES Animals Committee, the EU and UK submitted a paper to CoP20 to consider any further action required to secure a sustainable future for Deepwater Sharks and Rays.

11 of 15

Gulper species are now threatened



Image: A Gulper Shark photographed on a rare swim near the surface.

© Andy Murch



Turning the tide on illegal trade in Africa’s high-value marine species

Image: Wild abalone harvesting off the South African coast.
© Longshot Productions / TRAFFIC

Sea cucumbers, abalone, sharks, and fish harvested for their swim bladders (fish maw) are **among the ocean’s most commercially sought after species**. But relentless demand - especially from East Asian markets - is depleting their populations to critical levels.

TRAFFIC is leading the charge to stop this. Through cutting-edge research, innovative tools, and frontline training, we’re equipping authorities across Africa to detect, disrupt, and dismantle illegal marine trade networks.

New intelligence, new action

For many years TRAFFIC has provided in-depth analysis of the **trafficking in South African Abalone**, including robust estimates of poaching levels. Our findings directly informed the development of South Africa’s first National Strategy and Action plan on abalone - a comprehensive policy and planning tool for government, civil society, and the private sector.

Shark Fin identification goes global

Our **3D replica shark fins** are **transforming species identification**. Since launch, they’ve been downloaded 266 times by governments, CITES Authorities, universities, NGOs, and private companies. This year, we trained officials from Nepal, South Africa, and Sri Lanka, helping them quickly identify endangered species and intercept illegal shipments.

Images: (Left and right) Customs and fisheries management officers are trained in shark fin species identification. (Middle) TRAFFIC’s 3D replica shark fins are used to identify illegal shark fins during a seizure in South Africa.



The full 3D scan set is being used by organisations globally, downloaded over **260 times**

Sea Cucumber protection expands

Sea cucumbers are threatened by illegal harvest and trafficking. Without adequate identification materials law enforcement are unable to distinguish threatened and CITES listed species and cannot ensure compliance with fisheries and trade laws.

To address this challenge, TRAFFIC developed simple and intuitive field ID guides and conducted sea cucumber ID training for 75 law enforcement officials in Kenya, Tanzania and South Africa. The guide has been translated into French, Malagasy, and Portuguese, and is now in use across the Western Indian Ocean

300
enforcement officers are already using our Guide to combat illegal sea cucumber trade



“ The guides are portable – they can be used anywhere! When I say anywhere, it means they are, they can, they can be accessed on the sea when you’re doing patrols, at the port, at the borders.

John Barasa, Captain,
Kenya Fisheries Service



Image: An illegally-caught sea cucumber in a coastal village in Zanzibar.
© Marcus Cornthwaite / TRAFFIC



Image: TRAFFIC staff test our ID guides in Zanzibar.
© Oliver Wright / TRAFFIC

Kenya’s ornamental fish trade

A colourful path to coastal prosperity

TRAFFIC’s research into Kenya’s marine ornamental fish trade **spotlighted a vibrant but underregulated sector, which threatens biodiversity.**

Supplying global hobbyists with iconic species like clownfish, popularised by animated marine sensation Nemo, the trade supports hundreds of coastal collectors and generates essential national revenue for local development.

Yet behind the beauty lies risk: reef degradation, diver safety concerns, and a 1,133% discrepancy between Kenya’s reported exports and importer records.

TRAFFIC’s research **exposed these gaps** and positioned our experts as key

technical advisors in the development of Kenya’s newly-launched Marine Aquarium Fishery Management Plan.

Now a member of the national committee overseeing implementation and reforms, TRAFFIC is helping shape a future where ornamental fish collection is safe, sustainable, and equitable.

With better data, diver training, and science-based governance, this trade can continue to support livelihoods, empower coastal communities, and protect Kenya’s marine biodiversity.

This is already helping ensure that the magic of reef life remains not just in aquariums, but in the oceans where it belongs.



© Nathalie Bertrams



THANK YOU

Our work protecting people and planet wouldn't be possible without the generous support of our donors

During TRAFFIC's financial year FY25, thanks to the generosity of our donors, we raised **£12 million** to deliver our work.

Agence Francais de Developpement
André Hoffmann
Arcadia
Australian Marine Conservation Society
Belgium, Ministry of Environment
CITES Secretariat
Critical Ecosystem Partnership Fund
EU Global Illicit Flows Programme (GIFP)
European Commission: Directorate-General for Environment
European Commission : Neighbourhood, Development and International Cooperation Instrument – Global Europe (NDICI – Global Europe)
European Commission: Horizon Europe
FairWild Foundation
Global Initiative against Transnational Organised Crime
Government of Germany - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Government of Germany - Federal Agency for Nature Conservation (BfN)
Government of Germany - Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMU)
The Global Environment Facility (GEF)
International Lawyers Project
International Union for Conservation of Nature (IUCN)
Mandai Wildlife Group, Singapore
The Big Give Trust
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The Swedish International Development Cooperation Agency
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Wolfson Foundation
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WWF France, WWF Malaysia, WWF Finland, WWF Sweden
Zoo and Aquarium Association of Australasia

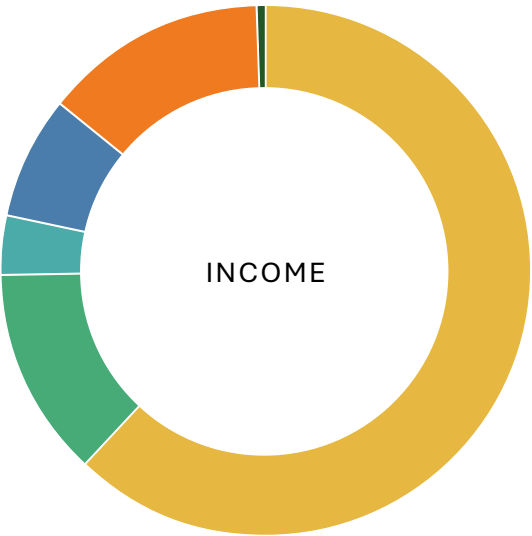
Donors acknowledged here are those providing income in excess of 10k GBP during FY25. We would also like to acknowledge the generosity of donors who have chosen to remain anonymous, and thanks our many individual supporters who give online or through fundraising appeals.

Image: Indigenous youth enjoy an afternoon in their Community Forest in eastern Cameroon.

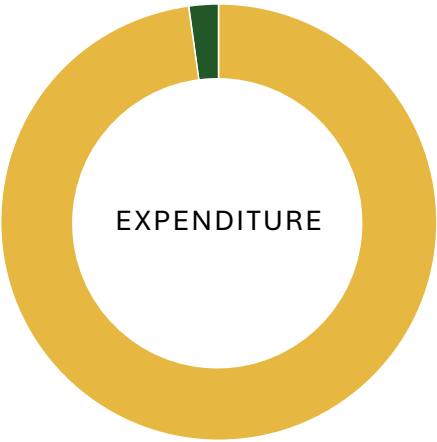
© Marcus Cornthwaite / TRAFFIC

OUR FINANCES

TRAFFIC's income and expenditure per the unaudited accounts for the year ended 30 June 2025:



Income in FY25		GBP
Statutory Grants		7,469,812
Trusts and Foundations		1,508,659
Multilaterals		462,346
Restricted (other)		873,978
Unrestricted (other)		1,658,749
Individual Giving		39,791
Donated services		22,000
Total income		12,035,335



Expenditure		GBP
Charitable Activities		12,568,198 (98%)
Fundraising		315,107 (2%)



LOOKING FORWARD TO THE YEAR AHEAD

We are excited about plans for the 12 months ahead. It is a pivotal year – not just for TRAFFIC, but for nature.

The global geopolitical, social, economic and technological shifts of the past year have led us to further strengthen TRAFFIC's role in building a brighter future where people live in harmony with nature.

As we enter the second half of this decade, we are renewing our commitment to our 2030 vision of a nature positive future where trade in wild species is sustainable, legal and safe.

Through more than 80 projects, we're mobilising our global network to protect wildlife, empower communities, and reshape trade systems for a more sustainable future.

Image: The sun rises across Dja National Park in Cameroon.

© Andrew Walmsley / TRAFFIC

Highlights for this year include:

Using **data and analysis to inform government decisions**, especially around CITES CoP20.

Strengthening **cross-border law enforcement and collaboration** to combat transnational wildlife crime and tackle crime convergence.

Enhancing **detection and traceability of illegal timber** through technology, training, and capacity building across continents, whilst strengthening legal and sustainable timber supply chains.

Driving **action to protect highly endangered marine species**, such as deepwater sharks, from illegal and unsustainable fishing.

Supporting communities in Nepal, Cameroon and South Africa **develop sustainable livelihoods** and promote legal trade in wild plants, fungi, and timber.

Partnering with **transport, aviation, postal, and online sectors** to improve detection of, and prevent, illegal wildlife trade.

Changing **consumer behaviour through evidence-based campaigns** and partnerships including with traditional medicine practitioners.

Investing in **better data systems, AI tools and training** to help make smarter, faster decisions.

“ This is a year for courage, clarity, and collective action.

Thank you to everyone who is on this journey together. Let's make FY26 a year of impact.

The TRAFFIC Team



© Sam Obae / TRAFFIC



© TRACE Network



Image: TRAFFIC continues to work against tiger farming and its contribution to the illegal trade in tiger products.

TRAFFIC

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