

November 21, 2012

## Announcement

# Boosting the public's role in stamping out wildlife crime

Hanoi, November 21, 2012 - Education for Nature - Vietnam (ENV) has launched a new version of an [online species identification resource](#) with a friendlier interface and additional species. The improvements are designed to encourage greater public participation in protecting Vietnam's wildlife.

The web-based species identification resource allows members of the public to identify wildlife species that are commonly observed in trade using key characteristics that distinguish the animal from other similar species. The resource also includes references to the current legal status of each species, and links to ENV's online wildlife crime reporting system. This enables users to easily report crimes that they have observed, either directly via the webpage or through ENV's national toll-free Wildlife Crime Hotline.

The species identification resource was initially launched in May 2012. The new upgraded version now contains 25 species, and additional species will be added in the future.

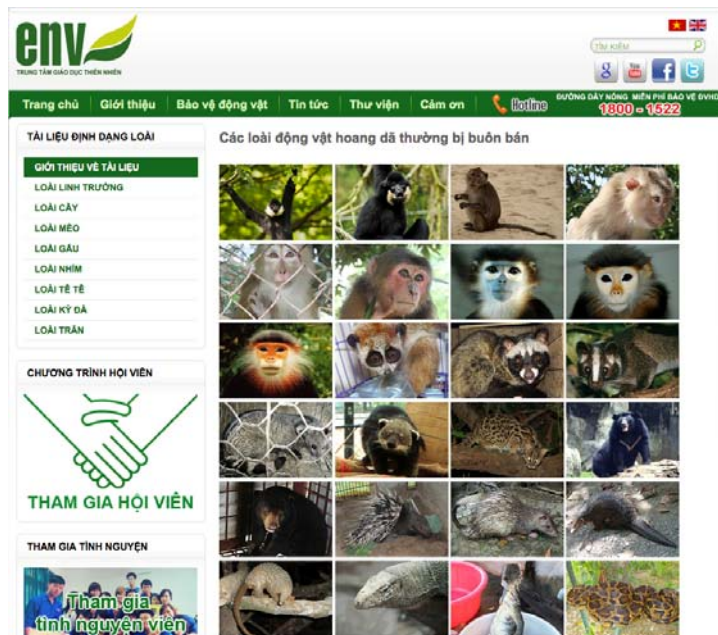
*"People who witness wildlife crimes may not realize how serious the cases are", says Mr. Tran Viet Hung – Vice Director of ENV. "This resource provides more information to help people identify species and common crimes, and find out how they can take action. Getting the public actively involved in combating wildlife crime is essential for any hope of winning the battle to protect Vietnam's wildlife."*

According to ENV, each day hundreds, if not thousands, of wild animals are taken from their natural habitats and sold to meet the rising demand of Vietnamese consumers for exotic foods and traditional medicines made from wildlife.

Produced in Vietnamese, ENV's improved online wildlife identification resource will aid the public in identifying and reporting wildlife crimes. The resource will also be used by ENV's growing army of young volunteers spread throughout the country, mainly in urban centers, who assist in monitoring business establishments and reporting violations of wildlife laws.

ENV wishes to thank The Critical Ecosystem Partnership Fund (CEPF) for supporting ongoing development of this important resource.

The online identification resource can be accessed through the following link:  
<http://thiennhien.org/dinh-dang-loai>



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**About Education for Nature – Vietnam**

Education for Nature-Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on conservation of nature and the environment. Our mission is to foster greater understanding amongst the Vietnamese public about environmental issues of local, national and global significance, ranging from protection of wildlife and natural ecosystems to climate change. We employ creative and innovative strategies to influence attitudes and behavior, not only highlighting the need to protect Vietnam's rich natural heritage and the living world around us, but also encouraging greater public participation in achieving this important and challenging task.

***About ENV's Wildlife Crime Hotline***

ENV maintains a toll-free national Wildlife Crime Hotline to facilitate reporting of crimes by the general public. Trained case officers from ENV receive calls and transfer information about wildlife crimes to appropriate local authorities. Each case is then documented and tracked through to conclusion. Members of the public are kept informed of the results of cases that they report to ENV.

So far, ENV has documented more than 4,500 wildlife crime cases resulting in confiscation of hundreds of animals, closure of wildlife markets and restaurants, removal of advertisements, and punishment to violators, as well as voluntary action by hundreds of violators after initial warnings were issued by ENV.

***About ENV's National Wildlife Protection Network***

ENV also works in close cooperation with more than 3,500 volunteers in our National Wildlife Protection Network, which is active in 32 provinces. Members assist with the monitoring of business establishments to ensure they are complying with wildlife protection laws.